65

BROADCASTING

combined with

Broadcast Advertising

Vol. 10 • No. 10

WASHINGTON, D. C.
MAY 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in Washington

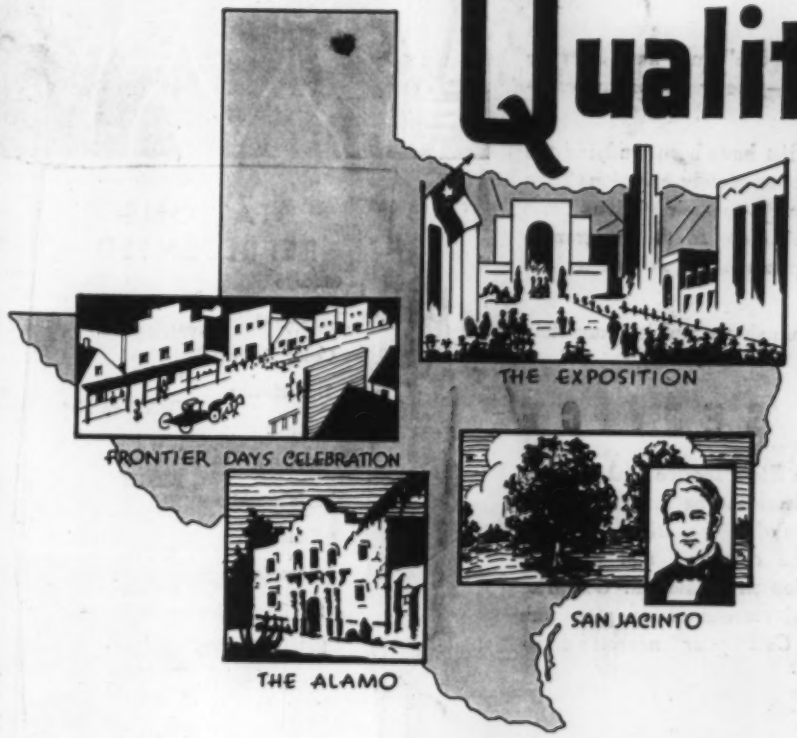
THE JOHN CRERAR LIBRARY
MAY 16 1936

Reach the $2,000,000,000

Texas Centennial Market

with The TEXAS Quality Network

MILLIONS invested in Texas' State-wide celebrations are already reflected in increased business activity . . . and Centennial benefits will multiply through the summer and autumn as the spending power of millions of visitors is added to the normally good Southwestern market.



The Southwest . . . territorially giant-sized . . . represents a formidable consumer population with huge spendable income supplied by vast agricultural and manufacturing enterprise . . . aided by a sensational development of oil and other natural resources.

Giant-sized, too, is The Texas Quality Network . . . combining high-powered NBC affiliates that exert tremendous influence on the buying habits of over 1,000,000 radio families throughout Texas, Oklahoma, and five adjacent states. It's the *only* single medium for reaching this entire area simultaneously . . . Investigate the sparkling record, the economies of TQN through *Edward Petry & Co., Inc., National Representatives.*

50,000 Watts	50,000 Watts	5,000 Watts [D]	50,000 Watts
WFAA	**WBAP**	**KPRC**	**WOAI**
DALLAS	FORT WORTH	HOUSTON	SAN ANTONIO

"A Proven Medium in a Flourishing Market"

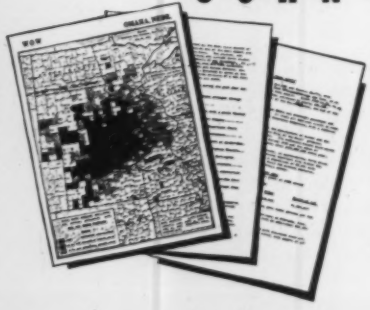
STATION TESTED PROGRAMS

Trade papers have recorded and experienced observers noted the marked increase of large national advertisers who have purchased *local live talent productions.* The desire to eliminate the inherent gamble of a new program, "a pig in a poke", may have been the motivating factor, but only one factor—*greater responsiveness*—keeps them there.

For years stations of the John Blair list have been studying the program desires of their own individual audiences. They are acutely conscious from week to week of all reactions. Naturally, they have brought to their stations those features which please their audience most—an audience close to the program—loyal and *responsive* to its sponsor. At all times programs of this character are being developed—there's one waiting for you.

Every Blair office has a complete statistical record of these shows and is completely equipped to audition them at any time.

JOHN BLAIR SERVICE



In addition, John Blair service makes available to all advertisers and agencies a comprehensive description of these markets, a minute breakdown of the coverage, and detailed, reliable information on the station. Complete case histories and merchandising plans are also included. *Call your nearest Blair office today.*

STATIONS REPRESENTED

Chicago	WLS
Columbus	WBNS
Cedar Rapids-Waterloo	WMT*
Des Moines	KRNT*-KSO*
Detroit	WWJ
Houston	KTRH
Los Angeles	KNX**
Omaha	WOW
Phoenix	KTAR
St. Paul-Minneapolis	KSTP
Salt Lake City	KDYL
San Francisco	KSFO**
Seattle	KIRO
Shreveport	KWKH

*Forming the Iowa Broadcasting System.

**Forming the Western Network.

John Blair & Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Ave.	New Center Bldg.	3100 Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7839	Douglas 3188

XUM

IT TAKES ALL KINDS

It is inevitable that a station offering the entertainment WOR does, should enjoy an audience as varied as the programs issuing from its 50,000 watt transmitter in Carteret. In New York City alone there are approximately 17,934 families with incomes over $9,000 . . . 68,478 families with incomes of $6,000 to $9,000 . . . 89,145 families boasting $4,500 to $6,000, while the $3,000 to $4,500 group offers 750,403 families, and there's 600,132 in the $1,800 to $3,000 class. This is just part of WOR's effective listening area. Here at WOR you'll find letters tapped out on typewriters by members of the most exclusive clubs; a brief but sentimental note from a little girl in a Bronx boarding house. A thumb-marked, hastily-scribbled missive from an overalled mechanic whose heart has been touched by an intimate WOR sketch or musical program. It takes them all to make a good station . . . *and greater sales every day for impatient sponsors.*

WOR

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XUM

WHAT *PSYCHOLOGISTS* HAVE SA

"EXACT MEASUREMENTS"

Advertising executives were not the only readers of "Exact Measurements of the Spoken Word." Every psychologist whose work appeared in the book, and every university in the country, were sent copies of it—and invited to submit their scientific criticism of the work and its presentation. Below are typical replies. *Really typical*—for only *one* scientist who has seen the book had anything but warm praise for it! (And he would *not* give us permission to quote his letter.)

"I am sure that the psychologists who worked so patiently on the investigations here represented would be gratified to see their results being put to some practical use."

Dr. Harry D. Kitson, *Professor of Education*
TEACHERS COLLEGE, COLUMBIA UNIVERSITY, NEW YORK

"I found 'Exact Measurements of the Spoken Word' very interesting, lucid, convincing and admirable in the scientific caution of its arguments.... Let me compliment you again upon the compilation of a powerful, yet honest, presentation of the case for the ear."

Dr. S. A. Switzer, *Department of Philosophy and Psychology* MIAMI UNIVERSITY, OXFORD, OHIO

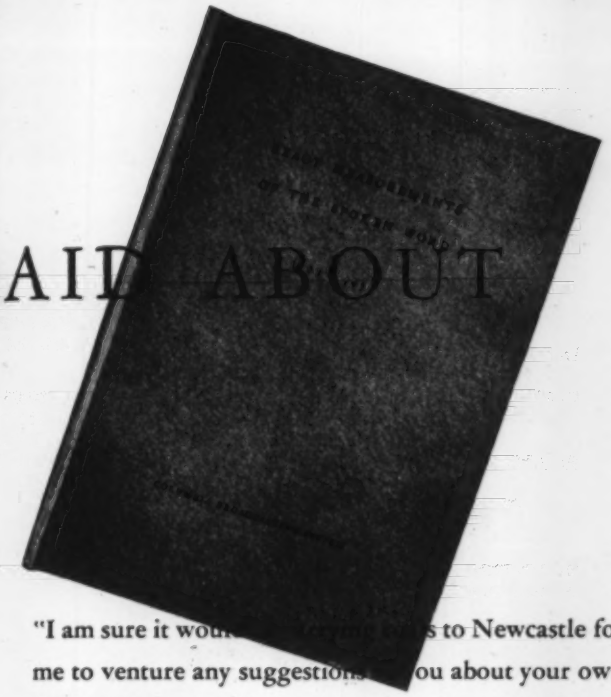
"This is certainly a well put up book, and the abstracts of researches are excellent in their brevity and in their accuracy. I imagine that the particular scientist will perhaps wish that the abstracts had included, when available, one other small item, namely, the proof that the results found can be relied on. For example, in my 1925 study, page 14 of the booklet, formula showed that there was 'statistical certainty that the auditory method was superior to the visual in the situation measured'."

Dr. D. A. Worcester, *Professor of Educational Psychology* THE UNIVERSITY OF NEBRASKA
LINCOLN, NEBRASKA

"I have read this with great interest and profit. I, too, have been interested for quite a time in the general problem of learning by audition as compared to learning by vision in reference both to educational and advertising problems. This comes at an appropriate time because in just a few days I am going to discuss the problem with my class in Applied Psychology and I shall give full publicity to your excellent summary."

Dr. R. W. Husband, *Department of Psychology*
THE UNIVERSITY OF WISCONSIN, MADISON, WISCONSIN

SAID ABOUT



"I am sure it wou[illegible]s to Newcastle for me to venture any suggestion[illegible]ou about your own field. However, it did occur to me that a graph or a diagram of the results of one or two of the studies might set off some point which you wished to emphasize more particularly.

"I trust that you will continue to send me any publications which issue in the future from your work. You are marking off a new field and I, along with your other friends, expect to learn much from you."

Dr. J. Elliott Janney, *Department of Psychology and Philosophy*, Western College, Oxford, Ohio

"You have indeed succeeded in presenting the material in an attractive fashion, without, as far as I am able to tell, in any way detracting from its accuracy."

Dr. Clarence Leuba, *Psychology Department*
Antioch College, Yellow Springs, Ohio

"I have looked through this work rather carefully, and am indeed impressed with the survey you have made of the literature in the field. You are to be complimented upon it most highly."

Dr. C. H. Smeltzer, *Associate Professor of Psychology*, Temple University, Philadelphia, Pa.

"I am interested in the results summarized, but I am also interested in the style of presentation which appears to me both unique and effective."

Dr. Edmund S. Conklin, *Department of Phychology*
Indiana University, Bloomington, Indiana

"It is an interesting presentation of experimental work and I am delighted to have it."

Dr. John A. McGeoch, *Psychological Laboratory*
Wesleyan University, Middletown, Conn.

"It is an interesting piece of work and useful as a reference source."

Dr. H. K. Nixon, Columbia University
School of Business, New York

"I have looked this over with much interest. It will, I believe, be of service in connection with our course in Educational Psychology."

Dr. S. L. Pressey, *Department of Psychology*
The Ohio State University, Columbus, Ohio

It surprised us a little to get so unanimously cordial a reception in the pyschological laboratories of the country. But then, it was Science recognizing an unadorned presentation of *scientific data*—welcoming, as a matter of fact, Science's own exact measurements of the relative impact of the spoken and written word.

COLUMBIA BROADCASTING SYSTEM • 485 Madison Ave., New York

"But I don't want 48 states!"

LOOKING back over a long experience in advertising, it seems to us that a lot of *sectional manufacturers* are wasting a passel of jack by trying to be *national advertisers.*

We've seen four-color pages in national magazines, featuring products that were available in less than fifteen states!

What this country does *not* need is a good five-cent cigar that has to be sold for a dime to cover wasted sales-effort.

If you're kinda impressed by the job that Bulova Watch is doing *virtually with radio alone* — or Penn Tobacco, Mantle Lamp, General Mills and a dozen others—you'll be doubly impressed by the fact that you can do the same kind of job in your own sales territory — whether that territory is one state or forty-eight.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6194

WCSC	(NBC)	Charleston	WDRC	(CBS)	Hartford
WIS	(NBC)	Columbia	WKZO	(MRN)	Kalamazoo
WAIU		Columbus	WNOX	(CBS)	Knoxville
WOC	(CBS)	Davenport	KFAB	(CBS)	Lincoln-Omaha
WDAY	(NBC)	Fargo	KOMA	(CBS-SBS)	Oklahoma City
KTAT	(SBS)	Fort Worth	WMBD	(CBS)	Peoria

WPTF	(NBC)	Raleigh
KTSA	(CBS-SBS)	San Antonio
KTUL	(CBS)	Tulsa
KVI	(CBS)	Tacoma

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 10 WASHINGTON, D. C., MAY 15, 1936 $3.00 A YEAR — 15c A COPY

Major Radio Bills Await Congress Action

By SOL TAISHOFF

Food-Drug Measure, Federal Trade Commission Proposal And Davis Amendment Repeal Have Chance of Passage

AS CONGRESS approaches a long forecast adjournment, three major legislative measures of far-reaching importance to broadcasters and to those with whom they do business, appear at present to be headed for enactment. The measures are:

(1) The battle-scarred Copeland Bill to regulate the sale and advertising of foods, drugs and cosmetics, and place a more stringent control over manufacturers.

(2) The Wheeler-Rayburn Bill to broaden the scope of the Federal Trade Commission by empowering it to proceed against unfair or deceptive acts and practices in commerce without the necessity of proving unfair competition.

(3) Repeal of the so-called Davis Amendment to the Communications Act, which would promptly invalidate the FCC's so-called "quota system" of distribution of facilities according to population of the five radio zones and the states within zones, and open the way for improving station facilities and assignments, notably in the open spaces of the West and Midwest.

In each instance these measures have passed the Senate, but not the House. The House Interstate & Foreign Commerce Committee on May 6 reported favorably the Davis Amendment Repeal Bill, and it is due to come up on the floor on May 18. There is no known opposition to the bill. Its importance to the industry is obvious, but whether it will serve for good or for evil, will depend upon the manner in which the new provision of law is administered.

Committee Delays

NEITHER the battered Copeland Bill nor the Wheeler-Rayburn Trade Commission measure has been acted upon by Mr. Rayburn's Interstate & Foreign Commerce Committee. A subcommittee has been working feverishly during the last fortnight on the food and drugs measure. It was spurred into action by President Roosevelt, who passed the word along the line that he regarded it as "must" legislation.

The bill is of vast importance to the broadcasting industry because some 30% of the industry's gross can be traced to business from the food, drugs and cosmetics line. That, roughly, means $25,000,000 annually in time sales. The bill as it passed the Senate was largely unobjectionable to most of the industries involved, although an outer fringe of the proprietary and medicinal manufacturers protested certain of its provisions.

The Copeland Bill had a tumultuous siege lasting two years before the Senate. As it passed that body last year it would have reposed control over sales, advertising, manufacturing, labelling and distribution in the Department of Agriculture's Pure Food & Drug Administration. It would thus have stripped the Trade Commission of its duties.

The House subcommittee headed by Rep. Chapman (D.-Ky.) hoped to have its bill reported to the full committee during the May 11 week, it was learned as BROADCASTING went to press. The best available information was that it would knock out Department of Agriculture jurisdiction and restore it to the Trade Commission. Most of the manufacturers asked that, as did the spokesman for the media involved, both before the Senate and the House committees at the protracted hearings of the last two years.

Also, it is understood, the House subcommittee proposes to amend two other provisions relating respectively to multiple seizures of products construed to be inimical to public health, and to disclosure of the formula of patented products on the label. The view seems to be that perhaps one seizure of a product would be sufficient. On disclosure of formula, the preponderant subcommittee sentiment, so far as can be ascertained, is that it would amount to revelation of a trade secret which is the manufacturers stock in trade.

It is believed that Senator Copeland (D-N. Y.) who has fathered the bill through its tortuous legislative course, will agree to transfer of jurisdiction to the Trade Commission if that stands in the way of enactment at this session. It is obvious at this time that every possible effort is being made to jam through the legislation before adjournment, expected in June.

Trade Commission Power

THE FATE of the Wheeler-Rayburn Bill (S. 3744) is not so certain. It passed the Senate May 4 with only cursory opposition. Before the Senate Interstate Commerce Committee at hearings on it several weeks ago, the U. S. Chamber of Commerce, American Newspaper Publishers Association, National Publishers Association and National Editorial Association, opposed it largely on the ground that it would mean more Government snooping in private business. The Committee, however, reported the measure without dissent.

In the Senate debate prior to passage, there were expressions from the floor, notably from Senator Copeland, and Senator White (R-Me.) with a dozen other members participating. There was debate on several provisions, and proposed amendments, but it finally passed without a record vote. The feeling of the opponents was that the measure goes too far in broadening the scope of Trade Commission jurisdiction. Senator Copeland, for example, held it gave the Trade Commission the sort of authority to which the Senate objected in his original Food and Drug measure. Senator White felt it went altogether too far, but said he would not vote against it.

In urging passage of the legislation, Trade Commission spokesmen said it would simply amend section 5 of the present act so as to authorize the Commission upon its own initiative to proceed against certain unfair and deceptive practices if they are against public interest, regardless of whether they resulted in financial injury to some competitor. Now unfair competition must be proved.

The Commission held it would not increase the number of people liable to prosecution, but would simply expedite the work of the Commission. In nine out of ten cases now, it was held, the Commission has no difficulty in proving that some competitor suffered a financial loss as the result of

(*Continued on page 54*)

Few Radio Advertising Cases Need Trade Commission Study

OF THE 667,746 commercial radio continuities reviewed by a special review board of the Federal Trade Commission since July 1, 1934, when it began to examine continuities, only 426 cases have been referred to the legal staff for secondary consideration, Ewin L. Davis, FTC member, informed a House appropriations subcommittee April 26 in asking deficiency funds for commission activities.

His testimony, made public May 5, praised the broadcasting industry for "100% cooperation all down the line."

There is constant pressure on stations by advertisers to carry "not only an excess amount of advertising, but also excessive claims," Mr. Davis told the subcommittee. "The advertiser would say, well, if you will not do this, we will get another station to carry it, and so forth."

He said that there have been no cases against a radio station where the FTC has had to stop extravagant claims, although there have been many cases against advertisers, the Commission's procedure now being to proceed against advertisers instead of media. He recalled how broadcasters had asked the FTC for a stipulation procedure similar to that granted printed media, and described its operation.

Continuity Checks

A SUMMARY of the FTC's radio work, placed in the record by Mr. Davis, shows: Radio continuities received July 1, 1934, to March 26, 1936, 697,041; continuities given preliminary review since July 1, 1934, 667,746; continuities referred to board as possibly false and misleading, up to March 26, 1936, 53,453; preliminary cases arising from radio review, to March 26, 1936, 2,070; continuities on hand March 26, 1936, pending preliminary review, 29,295; preliminary radio cases (involving 5,623 questionable continuities) on hand, awaiting attention of Board's legal staff, 426.

On March 26 there were 249 periodical cases awaiting second examination by the legal staff, Mr. Davis testified, out of 63,322 publications received since April 1, 1935.

FTC procedure in checking radio continuities was explained by Mr. Davis at the hearing. "The Com-

(*Continued on page 49*)

Audit Group Seeks Research Director

TWO SESSIONS have been held during the last fortnight by the committee of five of the Joint Committee on Radio Research to consider selection of a man to serve as secretary of the latter group and lead the way toward formulation of a plan for a radio research bureau to authenticate station coverage and listening data. The Committee met in New York May 5 and again May 11.

A number of individuals prominent in advertising research, it is understood, have been considered for this assignment. The subcommittee's work is only recommendatory and its findings will be presented to the full committee of 15 which has scheduled a meeting in New York for May 26. At this meeting the committee also is expected to review additional data on radio set distribution as of Jan. 1, 1936, covering states and counties. As of May 1, the Committee made public a statement estimating radio families for the country as a whole, but did not arrive at state or county figures.

Local Figures Planned

MEMBERS of the committee assigned the task of recommending a full-time secretary for the research group are Paul A. West, ANA, president; Frederic C. Gamble, executive secretary, AAAA; Hugh K. Boice, CBS sales vice president; Roy C. Witmer, NBC sales vice president, and James W. Baldwin, NAB managing director. The full committee at a meeting last month decided to go full speed ahead on the radio research bureau plan to provide radio coverage and audience data which would be the counterpart of the circulation data for newspapers through the Audit Bureau of Circulations.

To compute the state and county radio family figures, the full committee revamped the membership of its technical subcommittee and ordered it to report at the May 27 meeting. L. H. D. Weld, research director of McCann-Erickson Inc., was made chairman of this subcommittee. He is also a member of the joint committee. Should the subcommittee fail to complete its work in time, it is likely the full committee meeting would be deferred until figures are ready.

Promptly following the release by the Joint Committee of its estimate on radio ownership, CBS, through its aggressive sales promotion department, dispatched a "preprint" on radio in 1936 to a comprehensive mailing list. Victor M. Ratner, CBS sales promotion director, in an accompanying letter explained that the total number of radio families as of Jan. 1, 1936—22,869,000 homes—was 74% of all American homes.

In his "preprint" he said, however, that an "almanac of American listening" would be forthcoming after detailed figures were arrived at by the Joint Committee. These would give a detailed analysis of the audience, its age and sex, listening habits, distribution and incomes. He estimated three weeks would elapse before the date would be available. These data, he said, would be projected from the Joint Committee's figures, together with an analysis for CBS by Dr. Daniel Starch.

THEY'RE OFF!—And here is Bryan Field (top), New York Times turf expert telling the listening millions about it on CBS. A tense moment it was, as his face shows. Others at the booth atop the grandstand are (left to right) Kenneth Fickett, Arthur Pryor Jr. and George Gouge, all of Batten, Barton, Durstine & Osborn Inc., and Bob Trout, CBS announcer, who aided Field. Brown & Williamson Tobacco Co. was sponsor. WHAS, Louisville, keyed the broadcast to CBS.

Wonder Bread Discs

CONTINENTAL BAKING Co., New York (Wonder bread) is recording through Jean V. Grombach Inc., New York, the CBS *Renfrew of the Mounted* program for WCCO, WISN and KMOX during the baseball season. These three stations had signed for play-by-play baseball descriptions with sponsors, the bread manufacturer accommodating the stations by arranging for discs. The same schedule for these quarter-hour programs will be maintained but the broadcasting time will be flexible depending on the length of the ball game. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Rap-I-Dol Tests

RAP - I - DOL LABORATORIES, New York (shampoo), is trying a test campaign on WFBL, Syracuse for one month, two WBS quarter-hour disc programs a week titled *Lovely Lady*. Programs offer beauty counsel and music. The ending commercial is dramatized to bring out the social advantages of Rap-I-Dol cleansed hair. In addition Rap-I-Dol has bought participation in the *Miss Goodnews* program. A contest offering $100 in cash for the best letters on the new shampoo product, the WFBL display window, and a letter to the drug trade delivered by Western Union boys, comprises the merchandising. A-W Adv. Inc., New York, is handling.

New Jello Product

GENERAL FOODS Corp., New York, announces that advertising of Jell-O Ice Cream Mix, a new product, will be handled by Young & Rubicam Inc. The product already has been introduced in the Metropolitan New York Area, and in New England. Advertising will include radio and newspapers, but nationwide plans have not yet been announced. The newspaper copy appearing in New York and Boston papers, consists of comics featuring Jack Benny and Mary Livingstone, Jell-O network artists.

JACK BENNY will spend the summer making movies in Hollywood.

Muzak Serving 50 Stores In Test by A. & P. Chain

MUZAK Corp., New York, wired radio service, on May 4 began to service 50 stores of The Great Atlantic & Pacific Tea chain in the New York area with music and brief announcements concerning the day's specials and also immediate price changes as ordered by the management. The plan is designed to establish closer contact between the A & P management and the customer at the point of sale.

Heretofore it took a day to effect any price change but under this new system the price change becomes effective immediately. Announcers in the Muzak studios in the Pocono Bldg. and also in the A & P executive offices give out the information to the stores. The 50 stores receiving the service were specially selected by the management for the test.

Service is given the stores during the entire business day, according to E. H. H. Connick, vice president of Muzak. He also said that the announcement broadcasts are given on a predetermined schedule, and that all equipment used for this new merchandising plan was installed by Muzak. Orchestral selections sent to the stores are from the Muzak recording library.

Dodge Motors to Place One-minute Riddle Discs

DODGE MOTORS CORP., Detroit, soon will start *Dodge Riddlettes* over 50 to 80 stations, utilizing one-minute transcriptions produced by Mid-West Recordings Inc., of Minneapolis. The program idea was conceived by Mid-West, and the campaign is being placed through Ruthrauff & Ryan Inc.

The unique spot is said to embody all the elements of a quarter or half-hour show, such as mental challenge, entertainment, contest and sales appeal. Dodge, it is reported, contemplates use of the series for an initial 13 weeks on a consistent schedule. It will begin in the Southwest to tie into the Texas Centennial, and spread nationally from that territory.

Eight Stations Operated By Hearst as the FCC Sanctions Two Transfers

THE NUMBER of broadcasting stations owned and operated by the William Randolph Hearst Enterprises was increased to eight when the FCC Broadcast Division, at a special meeting May 4 approved the assignments of KTSA, San Antonio, Tex., and KNOW, Austin, Tex., from the Southwest Broadcasting System to the Hearst radio organization. The price for KTSA, a regional station on the choice 550 kc. channel, was $180,000, and for KNOW, a 100-watter on 1500 kc., $50,000.

At the same meeting the Broadcast Division designated for hearing the applications for assignment of KOMA, Oklahoma City, and WACO, Waco, Tex., also owned by Southwest, to Hearst subsidiaries. The fifth Southwest station — KTAT, Fort Worth — sold by Southwest to Raymond Buck, Fort Worth attorney, subject to FCC approval also was designated for hearing. Sale prices of these latter stations are listed at WACO, $50,000; KOMA, $75,000, and KTAT, $160,000.

The FCC action occasioned some surprise, since the trend of Broadcast Division policy has been to designate for hearing all important applications involving assignment of licenses. In the cases of KTSA and KNOW, however, it is understood the Division concluded the prices were "reasonable" and that the circumstances warranted approval without the necessity of formal hearings. Presumably, it felt the assignments of the three other stations involved such factors as to make desirable the holding of formal hearings.

Arrangements to sell the Southwest-owned stations were made in March by A. P. Barrett, Fort Worth, principal owner of the stations, with Elliott Roosevelt, son of the president, who was vice president of Southwest in charge of sales promotion, and who subsequently became vice president of Hearst Radio Inc., with headquarters remaining in Fort Worth. Associated with Mr. Roosevelt in these negotiations was William P. Day, executive vice president of Lambert & Feasley, New York advertising agency.

The eight stations now operated by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco, and KEHE, Los Angeles, and the two new Southwest stations, KTSA and KNOW. In addition, however, there is now pending before the Supreme Court of the District of Columbia, a suit brought by Hearst Radio for specific performance of the contract under which it had agreed to purchase WMAL, Washington, from the M. A. Leese estate. The station now is operated under lease by NBC. Hearst Radio agreed to pay $285,000 for the station, but the heirs of the late M. Leese subsequently refused to deliver the station.

No Sponsor Mention

NO MENTION of any sort of the sponsor is used by Christian Feigenspan Brewing Co. on Sundays in its sports programs on WOR, Newark.

When Malt-O-Meal Opened Pittsburgh Area

By WALTER H. BURNS
President, Walter H. Burns Co. Inc., Regional Distributors of Malt-O-Meal

The Goal: 1,000 Cases in Smoky City Area in One Year; The Result: 41,000 Sold in the First Few Months

ASK Campbell Cereal Co., and you'll learn that there have been two big events in Pittsburgh within the last few months. No. 1: They had the worst flood since 1763. No. 2: Carload after carload . . . Well, that would be telling a secret that more properly is revealed in adjacent columns. Mr. Burns runs a regional distributing agency for Malt-O-Meal. KDKA runs a radio station. BROADCASTING runs this one-instalment cereal as a sample of how daytime radio can move commodities.

IF THE campaign placed 1,000 cases of Malt-O-Meal in the Pittsburgh area within the first fiscal year, the broadcast series could be considered an outstanding success. That was the opinion of the Campbell Cereal Co., Minneapolis, when they launched their daytime radio campaign over KDKA, NBC managed and operated station in Pittsburgh, on Nov. 21, 1935.

Radio was given the whole job, without benefit of any additional advertising—and it was a big job. It had to open territory in which there was no distribution of Malt-O-Meal whatever; not one package in the hands of a single jobber.

In one month, using 15-minute programs daily except Sunday, the company secured 91 jobbing outlets in Western Pennsylvania, in the Eastern river towns of Ohio and West Virginia, and in Maryland, to handle Malt-O-Meal. They also secured distribution of the product in all major chain stores, such as Clover Farms, Triangle, IGA, National Brand Stores, Donahoe's, and in practically all independent grocery stores in the area.

Case After Case

WITHIN seven weeks of the initial broadcast, Malt-O-Meal was being handled by 115 jobbers, and 80 repeat orders had been received. Premium offers, from Nov. 21 to Jan. 11, pulled an average of over 3,000 responses a week. One offer required only the box top; another, the box top plus four cents.

A spectacular record hung up to the credit of the Campbell Cereal Co., their programs, and the daytime effectiveness of KDKA, was the distribution of 250,000 regular and trial packages of Malt-O-Meal in 11 working days. Those packages represented 10,000 cases in two weeks—a far cry from the 1,000 cases in a fiscal year which would have marked the campaign as an "outstanding success".

Forty-one thousand cases of the cereal sold in the first few months of the campaign. Of the last 11 carloads shipped to Pittsburgh, not a case has resided, even temporarily, in a warehouse. The railroad company allows 48 hours to unload and release the cars. The 11 carloads mentioned were put directly on delivery trucks and taken to jobbers and dealers in West Virginia, Western Pennsylvania, Eastern Ohio and Northern Maryland.

The radio promotion for Malt-O-Meal has been split into two distinct programs: Participation in the *KDKA Home Forum* on Monday, Wednesday and Friday from 2.30 to 3 p. m.; Malt-O-Meal's own *Kiddies Klub* on Tuesday and Thursday from 5 to 5:15 p. m., plus participation in the *KDKA Kiddies Klub* program on Saturday morning.

Both the *KDKA Home Forum* and the *KDKA Kiddies Klub* are regular features of the station. The former, a cooperative home economics program for women, has been in successful operation since 1927, and is limited to advertisers of such household products as foods, utensils, labor-saving devices, cleaning equipment, etc.

All the Malt-O-Meal broadcasts have a homemaker and child appeal, a combination that neatly covers the potential buyers of the cereal. The "Junior Broadcasters" star in a script serial on the company's Tuesday and Thursday *Kiddies Klub* program. The script, concerning a boy, a girl, and "Uncle Sammy" Fuller, conductor of the *KDKA Kiddies Klub*, is written by Mitchell-Faust Advertising Agency, Chicago.

During the first month of the series, the *KDKA Home Forum* offered a spatula, succeeded by a cooking fork, each for one box top and four cents. An average of 500 box tops a week have been received. The *Kiddies Klub* offers, for one box top, no cash, a harmonica and a slide whistle. Requests have been averaging 2,200 a week.

The Saturday morning quarter-hour of the *KDKA Kiddies Klub* is devoted to recitals by four or five children on instruments they got as Malt-O-Meal premiums. The performers are selected by competition, and those selected for the weekly broadcasts also receive a ring as a prize. The stunt has proved tremendously popular with youngsters.

The campaign, originally scheduled for 13 weeks only, is still on the air, doing its job of putting Malt-O-Meal on the map throughout the entire Pittsburgh wholesale area.

MR. BURNS

HOME AND MERCHANDISING

Yankee Network Household Program Has Elaborate System of Cooperating With Clients

Miss McMullen

SINCE 1928, Yankee Network's *Gretchen McMullen Household Hour* has been providing food messages in a compact area that consumes almost 10% of the food sold in the United States. With the program has been built up an effective merchandising setup that has been a big factor in developing a 50% renewal record.

The program is broadcast twice weekly, once on 12 Yankee stations and once on WNAC and WEAN. Eight non-competitive products are promoted on each. No definite number of words or minutes is guaranteed.

Every recipe used in a broadcast is verified and interesting new uses for products are devised. Copies of recipes and general information are mailed to listeners, the sheets carrying brand names of participating sponsors, who also are given the privilege of inserting small leaflets.

Each week advertisers are supplied with a mailing list of names and addresses of listeners who have written in during the previous week and each advertiser receives weekly that part of the script which pertains to his product.

Miss McMullen personally answers every inquiry. She sends representatives to contact retailers and distributors, telling them of radio support given them by manufacturers who participate in the program. Every sponsor is given a free advertisement in the *New England Grocer and Tradesman*, an independent food publication.

The Yankee Network Radiogram, a direct-mail piece similar to a telegram, is provided free, with envelopes, to advertisers in any quantity they desire.

Testing of recipes is done in the Gretchen McMullen Testing Kitchen. Miss McMullen has had wide experience in home and welfare work, including six years of restaurant management, lectures on home-making, articles on home economics, and teaching of these subjects at Simmons College.

NBC AND TEXAS CO. WIN UPROAR CASE

A DECREE by the Circuit Court of Appeals, First Circuit, restraining Uproar Co. from suing NBC and Texas Co. for alleged conspiracy to prevent publication of a pamphlet called *Uproar* which contained former Ed Wynn radio scripts, was upheld by the U. S. Supreme Court May 4, when it refused to hear an appeal by the Uproar Co. The Circuit Court had upheld a ruling by the U. S. District Court, Massachusetts.

In the Circuit Court it had been held that Uproar Co.'s publication of the scripts was a wholly unauthorized use of the material and of the name Graham, referring to Graham McNamee, foil of Ed Wynn in the former Texas Co. series on NBC. It had been held in the lower court that Wynn owned literary property rights in the scripts and had the general right to publish them. However, it had been held that Wynn was not at liberty to make any use of the scripts which would weaken or interfere with benefits which the Texas Co. might derive from its advertising under its contracts with Wynn. Wynn was said to have contracted with Uproar Co. to permit publication of the scripts on a percentage basis.

Anti-Repeal Spot

A ONE-TIME Mother's Day transcription urging return of prohibition was placed on more than a dozen stations May 10 by *The National Voice*, anti-repeal weekly of Los Angeles. Ethel Hubler, editor and publisher of the publication, delivered the transcribed address, which was placed through the Walter Biddick Co., Los Angeles. Among the stations scheduled for the broadcast were WFIL, WOWO, WIBW, KSOO, KSL, KNX, KSFO, KRNT, WMT, WJR and KOH.

Formation of Copyright Bureau By NAB in Preliminary Stages

Director of New Agency Sought; Compilation of List Of ASCAP Numbers to Be Ready by Convention

A SERIOUS search for a man to head the bureau of copyrights to be created within the NAB has been launched by James W. Baldwin, NAB managing director, and more than a dozen applicants, it is understood, are under consideration. Mr. Baldwin was vested with authority to create such a bureau by the NAB board of directors which adopted recommendations to that end at its last meeting in Chicago April 27.

In New York May 11 Mr. Baldwin arranged to interview a number of prospects for the post. He has had several preliminary discussions but no names are being mentioned.

The first task of the director of the copyright bureau would be to supervise the list of the ASCAP catalog of some 25,000 active musical compositions. The scope of the recommendations adopted by the NAB also includes creations of a standard library of musical compositions from the public domain, and establishment of a system for making available to the industry copyrighted musical works on a measured service basis.

Compiling a Catalog

IN CONNECTION with the compilation of the catalog, Mr. Baldwin has been awaiting the return to New York of E. C. Mills, ASCAP general manager who returned from a month's trip in the North and Southwest on May 11. The catalog will be compiled from the comprehensive card index of compositions in the ASCAP offices and Mr. Mills will be consulted in connection with the hiring of the necessary clerical personnel to copy these titles and other pertinent information for the NAB master index. Copies of the catalog then will be made available to all stations on a cost basis for the filing cards and card-index filing cabinets.

Mr. Baldwin is anxious to complete this task as expeditiously as possible, and hopes to have it ready prior to the NAB convention to be held in Chicago July 5-8. It is expected that five clerks will be hired for the copying job in the ASCAP offices.

Meanwhile prospects for enactment at this session of the Duffy Copyright Bill, or any acceptable modification of it, appear to have gone aglimmering. The House Patents subcommittee which was assigned the task of whipping a measure into shape, has dallied along, unable on most meeting days to get a quorum together. Duffy Bill protagonists see in this more of the "stalling tactics" of its opponents who predominate on the subcommittee of ten.

The Duffy Bill is designed to check onslaughts of copyright groups such as ASCAP and Warner Bros. by eliminating the onerous $250 minimum damage clause. Majority committee sentiment, however, appears to be for reduction, rather than elimination of the clause. Since the Senate passed the Duffy Bill at the last session, House action at this session would mean enactment of the measure. The President in the past has indicated his approval of American entry into the International Copyright Union, which is conditioned upon passage of a measure such as the Duffy Bill.

On another front there was an outburst on copyright, and a criticism of the NAB for purported failure to pursue a course that would remedy conditions. Kenneth C. Davis, Seattle attorney and managing director of the Washington State Association of Broadcasters, in a statement made public May 4, contended that states themselves can deal with these "rackets" without Federal aid. He argued, for example, that ASCAP is doing an "intrastate" rather than an interstate business in every state, and therefore is subject to state laws. He suggested a uniform statute for every state to cope with the problem.

All states, Mr. Davis contended, have existing laws against restraint of trade or commerce. Music, he said, is an integral part of radio and radio is commerce. "The law is plain that where an intangible is used as a part of commerce, that it then becomes a commodity or product subject to the regulation of the law relating to such commerce."

"Legislation is not necessarily needed in Congress," Mr. Davis concluded. "If ASCAP breaks the law by extorting and price fixing it is a state offense. They can be reached now if the NAB will cooperate. Remember that once a court of equity in any state has acquired jurisdiction over a defendant, that court may coerce and compel that defendant to act in relation to property not within its jurisdiction.

"Who knows but what the 'per piece plan' is the only legal plan in Washington, if the court should find so, perhaps the court could compel ASCAP to put that plan into effect throughout the country. It is worth trying."

General Mills Expands Boarding House Series

GENERAL MILLS Inc., rapidly becoming a top user of transcription spot, has renewed for a second series of *Mrs. Miller's Boarding House*, a quarter-hour feature five days a week. The program is produced and recorded by Mid-West Recordings Inc., Minneapolis. The initial series of 65 episodes was placed in a test campaign on WCCO, Minneapolis and WNAC, Boston, and won such spontaneous success that it was decided to renew for another 13-week series and to extend the list of stations to other selected markets.

Knox Reeves Inc., Minneapolis, placed the initial series. Mrs. Knox Reeves is the author of the *Boarding House* script.

GELLATLY IS NAMED TO HEAD WOR SALES

Mr. Gellatly

WILLIAM B. GELLATLY, a member of the WOR sales staff since last September, on May 11 was promoted to sales manager of the station succeeding Walter J. Neff, who resigned two months ago to form an advertising agency with William Rogow, also formerly of the WOR sales staff. The announcement was made by Alfred J. McCosker, president of Bamberger Broadcasting Service.

Mr. Gellatly has been in the advertising business for the last 16 years, having been a member of the CBS sales staff prior to joining WOR. He has been advertising sales representative for the *New York American* and *Chicago Herald Examiner*, as well as the New York *Herald Tribune*. Prior to that he was a partner in James Berrian Adv. Agency, now dissolved. Born in Philadelphia, he is a graduate of Andover Preparatory School and attended Yale. With Mr. Gellatly's appointment, Eugene S. Thomas, who has been on the WOR staff since 1934, continues as assistant sales manager.

Hollister to Be Manager Of New KANS, Wichita

HERBERT HOLLISTER, general manager of WLBF, Kansas City, Kan., has been named manager of KANS, new local station authorized in Wichita, Kans., which is expected to begin operations in July. He has resigned his WLBF post effective July 1, and will move to Wichita two weeks later to supervise installation of the new station.

KANS has been assigned the 1210 kc. channel, with 100 watts unlimited time. The licensee is Charles C. Theis, of Wichita. The construction permit becomes effective July 21. Mr. Hollister is the former owner of WLBF, but about a year ago sold it to the *Kansas City Kansan*, Capper newspaper, but remained as its manager.

Pro-Ker in New England

PRO-KER LABORATORIES, New York is using a two-station network Thursdays, 7:30-7:45 p. m., in New England in the interest of Hair Milk. The program is a quarter-hour musical show originating at WEEI, Boston, and piped to WJAR, Providence. Program signed for ten weeks with renewal option for another 13. Biow Co., New York, placed the account.

Texas Group Planned

FORMATION of a Texas association of broadcasters is planned by some 40 stations in that state at a meetings in Fort Worth called for May 23. James W. Baldwin, NAB managing director, plans to attend the meeting and address the group on the subject of functions of state associations, a dozen of which already have been organized. T. F. Smith, manager of KXYZ, Houston, arranged for the meeting.

Media Expenditure Analyzed by ANA

More Than Half of Advertisers Increased 1935 Radio Use

OF 260 national advertisers in divergent commodity fields who spend in the neighborhood of $100,000,000 annually for advertising of all kinds, approximately 30% used radio during 1935—about the same as during the preceding year. This is shown in a survey of 299 national advertising budgets covering 1934-1935 made available May 4 by the Association of National Advertisers.

The report was prepared under the supervision of the Advertising Research Foundation of ANA. It is in the nature of a factual presentation, with no conclusions of any character.

In another breakdown the report showed a comparison of 1935 advertising budgets of 241 companies reporting, with 1934 expenditures. In the radio field, this disclosed that 92 companies or 53% increased their radio budgets, as against 43% which decreased and about 3% which remained the same. In magazines, of the 165 companies involved, nearly 48% increased their budgets while 43% decreased and 9% remained the same. There were 141 companies using newspapers of which 49% increased their budgets, 43% decreased and 7% remained the same.

Confectionery Budgets

THE SURVEY, in a breakdown of the consumer advertising budgets of these companies for 1935, disclosed that confections and ice cream manufacturers contribute a greater proportion of their budgets to radio than any other lines. In this respect it displaced the proprietary medicine groups, which led in 1934. Most important of the radio budgets by commodities listed are:

Confections and ice cream: radio 30.52%, newspapers 10.26%, magazines .84%; proprietary medicines, radio 24.61%, newspapers 36.28%, magazines 18.66%; food and grocery products, radio 13.50%, newspapers 16.25%, magazines 20.02%; house furnishings, radio 13.47%, newspapers .63%, magazines 13.38%; drugs and toilet articles, radio 13%, newspapers 15.66%, magazines 30.04%; knit goods, hosiery, etc., radio 12.21%, newspapers 10.55%, magazines 25.58%; petroleum products, radio 10.65%, newspapers 27.40%, magazines 13.06%; paints, varnishes, etc., radio 9.62%, newspapers 8.51%, magazines 10.19%; beverages (soft and carbonated), radio 7.79%, newspapers 12.89%, magazines 14.99%; beer, radio 5.78%, newspapers 13.65%, magazines 3.89%; clothing and accessories, radio 4.55%, newspapers 18.93%, magazines 17.17%.

Kellogg in Boston

KELLOGG Co., Battle Creek, Mich. (cereals), on May 4 began a new series of summer programs on WBZ-WBZA, Boston-Springfield, Mondays, Wednesdays and Fridays. Local talent is used. N. W. Ayer & Son Inc., New York, placed the account.

Is It True, What They Say About Summer?

No, Says NBC, and Tells Why Doldrum Theory Is All Wrong

Auto Set Study Blasts Hot-month Fantasies, Declares CBS

THE good old summer time is a good time for sponsors to aim sales messages at an American public that spends money whether it's hot or whether it's cold, assert NBC and CBS in simultaneously issued promotion brochures.

Because:

1.—NBC has discovered that only 8 of every 100 adults are away from home in any one week during the summer, and of those 8, 5 go places where there are radios.

2.—CBS has found that there were 3,000,000 radios on the road Jan. 1, 1936, there will be 5,000,000 before the year is ended and they are listened to a lot of the time by a lot of people, particularly in summer.

The NBC sales message is strictly a hot-weather one. The CBS data are year-round but offer evidence to support attacks on the alleged summer buying doldrums. Both are based on exhaustive excursions into the realm of economic and listening habits.

CBS mailed fairly long questionnaires to 20,000 names of owners of auto radios in 46 states, after quite a bit of digging around for suitable mailing lists, and got a 12% return. Many personal interviews supported the questionnaire findings.

Here are some of the CBS questions and the findings (tabular data omitted):

Do you use auto-radio more in summer than in winter?

That 47.5% use auto-radios equally all year round, and that 5.6% use auto-radios more in fall and winter will be surprising to many. Even more interesting is the total of 94.4%, representing the 47.5% who use auto-radio equally all year round and the 46.9% who use it more in summer. If and when the count of auto-radios approaches the number of home sets (and with 22,500,000 passenger cars in the country this is plausible) the fact that 46.9% use their auto-radios more in summer may mean the summer audience will expand to even greater size than the winter.

How long do you listen to your automobile radio per weekday?

Frankly, we were surprised to see how many people say they listen 5 or 6 hours per day. The first explanation that occurred to us was that people who take the trouble to fill out mail questionnaires may cherish a greater-than-average enthusiasm for their auto-radios. But on the other hand, results from the *personal* interviews checked so closely with those from the mail questionnaires as to call a halt to such "office" research. (Facts about listening aren't found in desks.)

Furthermore, the average listening of 2.6 hours per day closely correlates with the results of a preliminary check-up made for CBS by Walter Mann & Staff in the fall of 1933. This unpublished survey, consisting of 1018 personal interviews with auto-radio owners at a time when radio sets were not as good as they are now, showed an average listening of 2.7 hours per day. It also showed that 4% listen an average of 5 to 6 hours per day, 1% listen 6 to 7 hours, 2.5% listen 7 to 8 hours, 2% listen more than 8 hours. Evidently, people who drive a lot, listen a lot. They might be called, we suppose, the "shut-ins" of the road.

More important is the fact that weekday listening *averages* 2.6 hours. With 3,000,000 auto-radios on the road, this implies, 7,800,000 added hours of *daily* listening—and an additional audience of no small consequence to the radio advertiser. For, although their visual attention has to be concentrated on the road, their auditory attention is all but completely free. A good time to talk to them!

How long do you listen to your automobile radio on Sunday?

On Sundays just about twice as many listen for 5 and 6 hours as on weekdays, a fact which might have been predicted by sociologists, hot-dog stand operators, or others who've noted the great American Sunday habit of piling baby carriage and picnic equipment into the tonneau, tethering the dog on the running board, and taking the family for a ride. Average use of the auto-radio on Sunday shows a 23% increase over weekdays, tallying with the well-known Sunday afternoon increase of listening in the home. And, of course, on Sunday the number of listeners per auto-set probably increases too. Particularly in summer months.

Average number of people who listen to your auto-radio?

With 3,000,000 radio equipped cars, an average of 2.7 listeners apiece means an automobile radio audience of 8,100,000—*actually listening.* Such circulation figures are major ones in any (advertising) man's language. Indeed, except for the figures on home-listening in the 22,869,000 U. S. radio homes, they come close to the top for all media delivering complete advertisements.

WHERE THEY GO — In summer radio goes with vacationists, says NBC, offering this animated pictorial evidence that they continue to be dial turners.

What NBC Discovered

ACCORDING to NBC, its *Good New Summertime* publication knocks the props from under old superstitions about people and radios in summertime. Here is NBC's version of its study:

Into the hands of Anderson, Nichols, Associates, of New York, was put the job of finding out whether such objections actually had a leg to stand on. The organization, new to advertising, but for the past several years successfully engaged in the field of industrial engineering, offered two men more than adequate for the task—Paul A. Stewart, formerly of the Department of Commerce and author of the first *Market Research Data Handbook of the U. S.;* Dr. Robert J. McFall, chief statistician of the first Census of Distribution.

A survey was decided upon, covering five representative cities: Worcester, Cleveland, Newark, South Bend and Kansas City. House-to-house calls were made during August, 1935 — deliberately chosen as the hottest month and the most popular vacation time — and repeated in November. 7,456 families were interviewed, representing 27,045 potential listeners. Heads of the families were engaged in 114 different occupations; 56% owned their own homes, 73.2% were telephone subscribers, 75.9% owned automobiles.

The surprising information gathered from the interviews was that only 8 out of every 100 adults are away from home in any one week during the summer! Of those 8, 5 go to places where there are radios, making a total loss of only 3 out of every 100 adults.

As to those who do go away, where do they go, and how many are available to radio?

All sorts of vacations — from the one week variety to the May to September exodus — were grouped to get the information that the average vacation lasts 2.58 weeks. Of every 100 adults who receive vacations, 15 spend them at home. These facts should answer the question about how much of a summer audience is available. A more important point, of course, is how the summer audience compares with the winter audience.

Two separate investigations were made on this score: One, to find the percentage of men, women, adolescents and children available to radio at home from 8 a. m. to midnight—an exceedingly valuable study for advertisers who want to know when their particular audience can be reached. Two, to find the relation of the summer to the winter available audience. The latter comparison (adults only) is summarized here, with 100% representing the available winter audience:

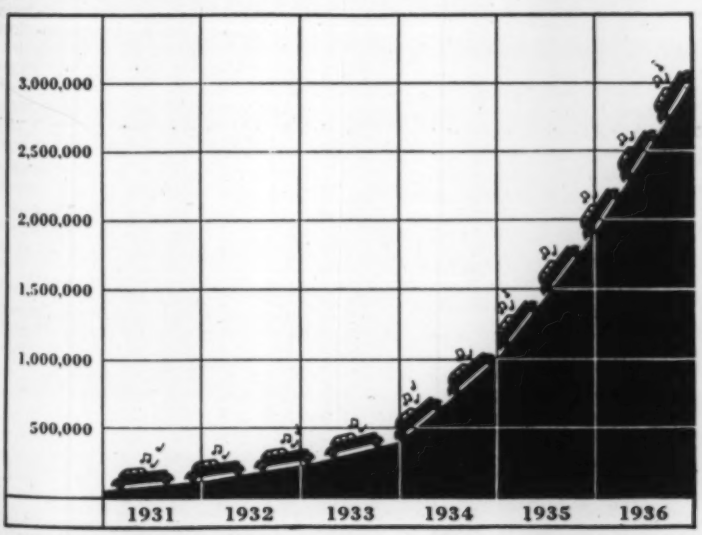
	Weekdays	*Saturday*	*Sunday*
Morning	94.99	95.61	91.10
Afternoon	102.43	87.14	82.22
Evening	89.80	91.42	83.67
All Day	95.37	90.83	85.07

Those figures do not include adults away on vacation but living in radio-equipped dwellings, either, because their hourly availability could not be determined. It likewise leaves out the thousand travelling in radio-equipped autos. One of the most interesting points shown is that for several hours during the day, more people are available to receive advertisers' sales talk in summer than in winter.

It is an old story that people spend more money in summer. The hold on the purse strings relaxes as the temperature rises, and the sale of many year-round products increases. For instance, the public buys much more gasoline, many more cigarettes, refrigerators, new passenger cars. The sale of radio sets reaches a peak from July to September only topped by the October to December period.

A review of the sources of consumer wealth in summer shows this: Payrolls scarcely vary, postal savings actually increase. Dividend and interest payments hit their second best high of the year in July.

Summer, obviously, has been getting away with murder. It is encouraging to note, though, that each year more advertisers are finding it out, and staying on the networks twelve months of the year. 80 of the 141 products advertised on NBC networks both in 1934 and 1935 were on the air during the summer of 1935.



AUTO RADIO OWNERSHIP—Shown by years in a survey by CBS is the number of automobiles equipped with radios and operated as well as ridden in by families who are able and willing to spend.

TEXAS CENTENNIAL PLANS FOR RADIO

ELABORATE radio arrangements for the Texas Centennial Expositions, which opens in Dallas June 6, include schedules of 45 live talent broadcasts weekly over Dallas stations, according to Clyde Vandeburg, radio director of the exposition.

A $150,000 public address system, sponsorship of which is handled by Gulf Oil Co., already has been completed. The exposition studios cost a similar amount, and the grounds system consists of 20 loud speaker banks and ten permanent remote pickup points. There is sufficient equipment, according to Mr. Vandeburg, to supply six broadcasting stations.

Of the live talent shows already arranged, WFAA, Dallas, will originate 16, KRLD, 15 and WRR, 14. Together with the Gulf studio presentations, there will be "audible-visual shows" before the exposition-going public about 90% of the time the Centennial is open. Most of the WFAA originations will be carried on the Texas Quality Network, including KPRC, Houston, and WOAI, San Antonio.

The radio-public address staff of the exposition will include 39, of whom 20 already are on duty. Assisting Mr. Vandeburg, who was chief of the San Diego Exposition's radio department, are Lewis Lacey, former Pacific Coast and Southwest broadcasting executive and Arthur Linkletter, formerly program director of KGB, San Diego, as assistant director and program director, respectively.

E. C. Mills, ASCAP, general manager, visited the exposition during the week of May 4, and after a conference with radio officials, granted the centennial rights to ASCAP music for the duration of the event. It is expected that other music copyright groups will grant similar rights.

Reps Combine to Form Weston, Frykman & Allen

AERIAL PUBLICIZING Inc., New York station representative, has merged with Frykman-Allen, Midwest associates, to form Weston, Frykman & Allen. Officers are Malcolm N. Frykman, Chicago; Edwin C. Allen, Detroit; Herbert Weston and Stuart Ayers, New York.

Frank J. Cooney, recently with Rodney Boone organization, the Eastern office of *St. Louis Post Dispatch*, and J. P. McKinney & Son, Gannett representative, goes to the New York office as district sales manager. Stations now represented by Weston, Frykman & Allen include WJAY, WROK, WWSW, WSAR, WNAX, DKBH, WTAQ, WHBY, CFLC, WBNY, as well as Northern California Broadcasting System and Nebraska Broadcasting System.

Sherman to Pepsodent

STUART SHERMAN, vice president of Lord & Thomas, Chicago, has been appointed vice president in charge of advertising and sales promotion of Pepsodent Co., Chicago. Mr. Sherman, prior to joining Lord & Thomas in 1933, was divisional sales manager of the Colgate-Palmolive-Peet Co.

OIL SPONSOR USES REMOTES

Cruising Transmitters Used by WKBW for Traffic Broadcasts From Downtown Streets

FOR SOCONY-VACUUM — The Buffalo Broadcasting Corp. shortwave truck, used on Socony-Vacuum Oil Co. traffic broadcasts on WKBW, Buffalo. Left to right are Harold Smith, engineer; Karl B. Hoffman, technical director; Richard Blinzler, engineer; Jack Gelzer and Clinton Buehlman, announcers, who handle the series.

SOCONY-VACUUM OIL Co. Inc., New York, is sponsoring downtown traffic broadcasts on WKBW, Buffalo, in which a 25-watt shortwave transmitter and pack transmitter mounted on a truck serve as pickup. The broadcasts are staged Mondays through Fridays, 6:45-7 p. m. J. Sterling Getchell Inc., New York, is agency.

Each evening the sponsor awards a $10 cash prize to a driver who has been observed during the day and recommended for his safe driving. Commercials on the program are given from the studio, where announcer Stuart Metz interviews prominent citizens on the necessity of safe driving, and calls attention to the part that the sponsor is taking in the drive to reduce traffic accidents.

Buehlman and Gelzer maintain a rapid, running-fire comment on drivers whom they follow without identifying the car with license numbers. Occasionally a driver, who has tuned-in the broadcast on his auto radio, will hear a description of his own driving faults and stop to locate the broadcasters. Pedestrian traffic violations, such as jay-walking and crossing against signals, receive their proportionate share of attention from the announcers who describe the person guilty of the infraction and suggest he or she may be a member of some family listening to the broadcast at home.

How It Is Done

DURING the *Socony Safety Patrol* programs, the identifying signs on either side of the truck are purposely concealed on the theory that the human interest element is heightened by the fact that drivers are unaware of the fact that they are being followed.

The ultra-shortwave installation by Karl B. Hoffman employs an RCA police transmitter redesigned for broadcast purposes and a police receiver also redesigned. In addition, there is an ultra-shortwave transmitter in the control room which makes possible two-way communication between the truck and Clifford Jones, production man.

Operating with a power of 25 watts, the truck transmitter broadcasts with a half-wave antenna. There are four receiving antennas of the half-wave doublet type, one on each corner of the 18th floor parapet of the Rand Building, where the WGR and WKBW studios are located. Through a system of switches, the control room operator is able to select the antenna delivering the best signal.

The unique new installation will be used this summer to cover sport events, news "breaks" and other outdoor activities. A "pack" set on the truck also enables the announcer to broadcast activities to the truck where the signal will be picked up, rebroadcast through the truck transmitter to the control room, and through the WGR or WKBW transmitter for long-wave reception.

Kelvinator Corp. Makes Bid for Free Publicity

KELVINATOR Corp., New York, has approached broadcasters with an "offer" of a series of "free" talks on refrigeration, prepared by its newly-formed Temperature Research Foundation. The talks are part of "a broad educational program" to be conducted by the foundation. Two radio talks monthly are offered to stations.

A reply sent by one station to the foundation read: "Thanks for your bid for free advertising. On any station that would consent to give you this for nothing the broadcast would be worth what you would pay for it. Here's our rate card. We will be glad to do business with you on a business basis."

FCC Plans Recess

IF PRESENT plans materialize the FCC will recess over July and August insofar as regular meetings and the hearing dockets are concerned. Except for routine matters, the Broadcast Division does not plan to handle its customary dockets and no hearings before examiners or before the Division en banc are contemplated during these months. All actions will be on a ratification basis, subject to subsequent approval by the Division.

Ed Norton Group Leases WAPI, Birmingham, as Original Bid Is Revised

FOLLOWING a revision of offers, WAPI, Birmingham clear-channel station, was leased May 4 to interests headed by Ed Norton, of Birmingham, who takes over operation of the station next year under a 15-year lease arrangement from the three Alabama universities which jointly own the station. The leasehold includes a provision for new equipment and partial financing of an application for 50,000 watts for the half-time station which now is operated under lease by B. H. Hopson.

Prior to the offer to revise bids, it had been indicated that the bid of Gordon Persons, operator of WSFA, Montgomery, Ala., and chairman of the Rural Electrification Authority, would be accepted on a similar leasehold basis. He was to have taken over operation as of Aug. 15, 1937. The bidding then had narrowed down to the groups headed by Messrs. Persons and Norton. Subsequently, Mr. Norton revised his bid, while Mr. Persons, it is reported, stood on his original offer.

In the original bidding, Mr. Persons, Mr. Norton and Continental Radio Co., Scripps-Howard Newspapers radio subsidiary were in the competition. The latter, however, subsequently withdrew its bid. The station is owned jointly by the University of Alabama, Alabama Polytechnic Institute and Auburn University. It operates on 1140 kc., with 5,000 watts, and is an NBC supplementary outlet.

Mr. Norton has been associated with WMBR, Jacksonville, but is well known in Birmingham.

Ten Persons Mentioned For FCC Secretaryship

ALTHOUGH at least ten persons are being considered for the secretaryship of the FCC which was vacated May 1 with the resignation of Herbert L. Pettey, there is no indication as to when the vacancy will be filled. Meanwhile, John B. Reynolds, assistant secretary is acting as secretary and will continue in that capacity until such time as a successor is named. Complete confidence in his ability to function in that office indefinitely has been expressed by FCC members.

A list of those known to be under consideration includes E. Willard Jensen, secretary, Business Advisory Council; Thomas A. Brooks, radio editor *New York Evening Journal*, a resident of New Jersey; Earl W. Dalberg, formerly of NRA and now of the Department of Commerce division of economic analysis; Joseph Wright, clerk of the Senate Interstate Commerce Committee; Major Edney Ridge, manager of WBIG, Greensboro, N. C., and former North Carolina newspaper executive; Joseph Keller, of Ohio, administrative assistant to Commissioner Thad H. Brown of the FCC; Wayne Pierson, of New York, said to have been identified with Eddie Dowling, actor; Vincent G. Hart, New York attorney; and Frank Duffiey, former assistant deputy administrator of NRA, now residing in Washington.

Now Operating the Very Latest New R. C. A. High Fidelity Type 5000 Watt Transmitter

KSD IN ST. LOUIS

The Pioneer in 1922

A Distinguished Broadcasting Station

EARLY ACHIEVEMENTS IN RADIO

KSD was first in the United States to pass the requirements and become a licensed Class B Station, August, 1922.

KSD inaugurated a regular schedule of Market News, August, 1922.

KSD programs were heard in every State in the Union and on ships in the Atlantic and Pacific Oceans in September, 1922.

KSD was first to broadcast the world series baseball games and first to broadcast to a moving train, November, 1922.

KSD was the first station to broadcast an entire season of symphony orchestra concerts, November, 1922.

KSD was the first station to broadcast a Catholic Mass, December, 1922.

KSD was the first station to broadcast an address by the President of the United States—President Harding—June, 1923.

KSD carried out the first successful two-way communication between a station and a dirigible in flight, June, 1923.

KSD carried on its first network hookup — the speech of President Coolidge to the Congress, December, 1923.

KSD in an international test was the first station west of the Alleghany Mountains to be heard in England, Scotland and Latin American Countries, December, 1923.

KSD did pioneering work by broadcasting the Democratic and Republican National Conventions in 1924.

STANDARD BROADCASTING PRACTICES DEVELOPED FROM KSD EXPERIMENTS

A long list of broadcasting achievements followed KSD'S opening night on the air, February 14, 1922. These experiments have developed into techniques and practices accepted as nation-wide standards in radio broadcasting. On May 13, 1923, after this station's first year on the air, the U. S. Department of Commerce assigned KSD to 545.5 meters with exclusive use of this channel, in recognition of its excellent service. With increased power and modern equipment, KSD has continued its record of public service since the opening night, 14 years ago.

KSD IN ST. LOUIS

The Pioneer in 1936

EXPERIMENTAL

ULTRA SHORT WAVE AUXILIARY

W9XPD

On October 29, 1935, KSD's experimental ultra short wave transmitter went on the air, under the call letter W9XPD, broadcasting on the 31,600 Kilocycle frequency (9.5 meters)—the first ultra short wave station west of the Mississippi River. Broadcasts are made simultaneously with KSD day and night. With these ultra short wave broadcasts KSD pioneering is regarded of great importance by engineers and broadcasters.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

Selling Home Service Right in the Home

By MARGARET MARABLE
Lone Star Gas System, Dallas

Desire for New Equipment Created; Reckless Charges Made By Political Haranguers Counteracted by Broadcasts

IN DALLAS, Lone Star Gas System is selling service and appliances through its *Modern Homemaking* programs on WFAA. In charge for Lone Star is Margaret Marable, ex-reporter, ex-stenographer, excellent student of marketing and exceptional continuity writer. Housewives in a good-sized chunk of Texas organize their day's work around the gas company's program. The result: They like to listen; the gas company puts over its message hard and often. Here Miss Marable analyzes radio as she sees it from the utility sponsor's viewpoint.

Miss Marable

TODAY here are 21,500,000 radio families in the United States, representing a potential audience of 70,000,000 listeners who depend on their radios as a regular part of their daily life. Perhaps you aren't impressed with that staggering total of 21,500,000 radio families—after all your contact as home service workers is with only a few of those millions. You are apt to say, "Well, what of it? That doesn't prove that the radio will do my company any particular good or help my department in any way."

Radio offers home service workers every advantage for accomplishing the primary purpose of all home service work, the very reason for our existence. As we see them, our objectives are these: (1) To establish consumer confidence in the company and its service, essentially a problem of creating friendly public relations and good will. (2) To educate our customers to the value and benefit they personally can enjoy from the service we sell. (3) To create a desire in the minds of our customers for improved types of home equipment which give the customer the most satisfactory and efficient use of our service. In each of these objectives, radio offers the home service department a valuable aid.

Creating Good Will

LET'S take the first objective. To create consumer confidence in the company and its services, and to establish friendly public relations. It is hardly necessary to remind employes of any utility company of the necessity for good will. But unfortunately for us all, we must work twice as hard to create and hold good will because our efforts are constantly being counteracted by political candidates who depict the utility company as a horrible octopus whose tentacles reach out to grasp the family earnings from thousands of helpless hands.

Now if we could visit each one of our customers for even as little as fifteen minutes, we could leave the impression with women on whom we call, that the gas company is not a heartless corporation, but a friendly servant on whom they can rely for dependable service. We know from the home calls we do make that in almost every instance, the customer welcomes the home service worker and listens carefully to all she has to say. But the cost of such an undertaking is prohibitive, and the time required makes personal visits to all our customers impossible. Just one 15-minute visit into 150,000 homes would take a home service worker about 16 years, working tooth and toenail without even a breathing spell for cooking schools and special demonstrations. By means of radio, we can visit in the homes of the majority of our customers once a week, bringing them valuable information about the use of our service with an occasional reminder of its convenience and economy.

Radio employs two things generally. Music and the human voice, both of which meet with ready acceptance by our customers, who voluntarily turn on their radios to be entertained. Listening to music is pleasant, and puts most of us in a receptive frame of mind to hear what follows. To listen requires little conscious effort, and the easier your message is made for those whom you hope to reach, the more likely they are to absorb it.

In the early days of house-to-house canvassing, salesmen were instructed by shrewd sales managers to put their foot in the door as soon as it was opened. This canny artifice made it difficult for the housewife to return to her work until the salesman had at least given her the benefit of hearing his high pressure talk. But with radio, we not only have our foot in the door in the most painless way possible, we have the advantage of catching our listeners when they are in surroundings which make them most susceptible to conviction and agreement—their own homes.

Still another advantage radio offers those who desire to create good will and establish friendly relations with their customers, is its power to personalize a company through the voices of one or two people. Familiarity does not always breed contempt. It can create confidence. For an illustrious example, we point to President Roosevelt's fire-side chats. Or to be more exact, I don't know what kind of gelatin dessert you use or what kind of coffee you drink, but I'll wager that each one of you has a kindly feeling toward Jell-O because of Jack Benny's hilarious comedies and has a neighborly attitude toward Chase & Sanborn because of Major Bowes' amateur hour. Both companies are big companies, corporations which deal in millions of dollars, but they are rarely sued, and seldom cussed.

To sum up the points in favor of radio for creating consumer confidence and building good will then, let me repeat: Radio offers an opportunity to the utility companies through home service workers to personalize their service, to reach a voluntary audience which offers little resistance under circumstances most favorable for acceptance and conviction.

Customer Education

NOW, how can radio help us to educate our customers to the value and benefit they personally can enjoy from the service we sell? We realize that although men influence purchases far more than they are usually given credit for, it is the women who must use the purchases. With radio, we can get directly into a woman's home, perhaps while she is actually using the service we speak of and tell her exactly what it will do for her and how she can get the most benefit from her use of it.

For instance, we can tell 100,000 women how to use a broiler, what foods are suitable for broiling and how to prepare them for broiling. By continued repetition of the facts we feel are essential to a user, we can gradually acquaint them with every phase of our service, while we are continuing to build good will for the company. A more specific outline of some of

(*Continued on page 52*)

MODERN HOMEMAKING

Vol. 1 Published by the Home Economics Dept., Lone Star Gas System No. 1

Look to Your Laurels, Ladies! Men Boast of Their Skill As Cooks

Prince of Wales Buys New Gas Range

FOR MEN AND WOMEN — Here is the first page of Lone Star Gas System's monthly publication, used as an envelope stuffer.

HOW TO SELL GAS APPLIANCES

Lone Star Gas System Mixes Music, Color and Humor With Its Pointed Selling Messages

Here is a sample continuity written by Margaret Marable, Lone Star Gas Co. radio director, who incidentally plays a second part in the programs:

MUSIC: Theme, Home.

GH: The Modern Homemaking Program, presenting Miss Albertine Berry, home economics director of the Lone Star Gas System, in a program of food news and kitchen fashions.

AB: Good morning. Hello, Gene.

GH: Ship, ahoy!

AB: What do you mean, ship ahoy? There's not a ship in sight?

GH: I know it. But how else would you start out a nautical program?

AB: Why, with music of course—

GH: All right, boys. But remember those high C's are treacherous!

MUSIC: Anchors aweigh—cue.

AB: Now that we're on the high seas, what's the name of this ship, Gene?

GH: The Bounty! And I'm Captain Bligh!

AB: Good heavens! Where's the crew?

GH: Where they should be—sailing the ship.

MUSIC: Sailing, Sailing Over the Bounding Main—

AB: But Captain, these are stormy waters we're sailing in! These waters look blue and cold!

GH: As long as you're sailing, the temperature of the water makes no difference, ma'am. But on land, now. It's different. Why, you need hot water 150 times a day, and the best way to have a dependable supply of hot water always ready at the faucet is to have an automatic gas water heater.

AB: Who's the first mate, Captain?

GH: Why, ma'am, Eve was the first mate. You see us old seadogs knows our Bible history!

AB: No, no. I mean who's the first mate on the Bounty?

GH: Why, that's him right over there.

MUSIC: Barnacle Bill.

AB: Oh, Barnacle Bill. My, he's handsome. Listen, Captain what's that noise?

MUSIC: Sailor's Hornpipe.

GH: That's no noise, ma'am. That's the sailor's hornpipe you hear.

AB: But it sounded mighty squeaky, Captain.

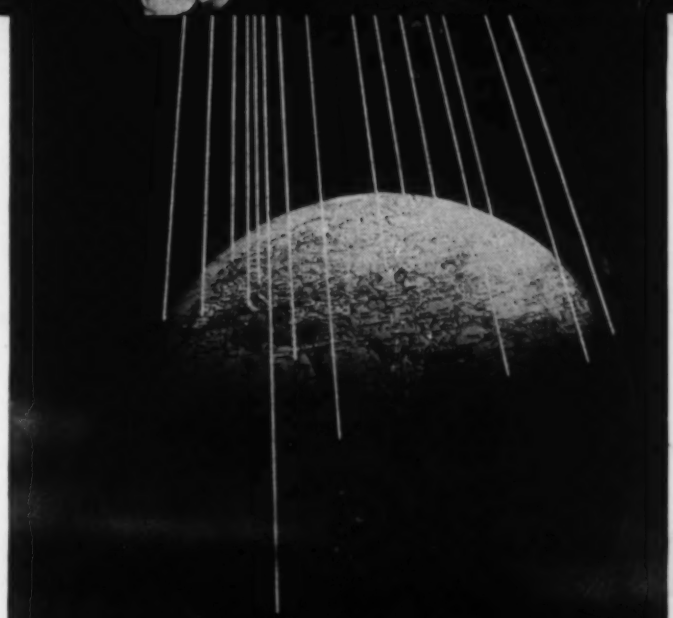
GH: Well, ma'am, you know how it is when pipes gets rusty . . . they gets squeaky. Same thing on seas as on land. But now you take on land, when water pipes gets rusty, you don't have a clear, you have a rust-colored water when you turn the faucet, and the chances are ten to one the water heater's worn out. What you need is a modern automatic gas water heater to give you a dependable supply of hot water 24 hours a day.

AB: Now I know what they mean when they talk about wind-jammers! I always thought it meant a sea-going vessel. Now I know it means a sea-going man!

GH: What's that you say about a ves-

(*Continued on page 56*)

NEWS PULSE OF THE WORLD



NEWS . . . more than six hundred thousand words each day . . . from the four corners of the earth . . . passing through United Press headquarters in New York . . . news pulse of the world . . . relayed to more than 1300 newspapers in two hemispheres . . . unbiased . . . comprehensive . . . edited by experts with traditional U. P. Accuracy and Speed.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

Joint Hearing on Superpower May Result from 500Kw. Pleas

Two of Five Applications for High Power Already Assigned to Hearing But Dates Are Not Fixed

A JOINT "superpower" hearing, along the lines of that held by the former Radio Commission six years ago when 50,000 watt assignments were at issue, may grow out of the deluge of pending applications for authority to use power of 500,000 watts, or the equivalent of that of WLW, Cincinnati, world's most powerful outlet.

The trend of events before the FCC indicates such a possibility, although no definite action to that end has been taken by the Broadcast Division. Of the five applications pending for superpower, two —WHO and WJZ—already have been designated for hearing before the Broadcast Division en banc, but thus far there have been no hearing dates set. Other pending applications for this power are from WGN, WHAS and KNX.

The FCC cleared the decks for superpower consideration early this month when it threw out a horde of applications seeking to bring about East-West coast duplication on clear channels and thereby result in the "breakdown" of such waves for the exclusive use of high-power stations. That was a definite showing by the Broadcast Division that it will countenance no further "chiseling" at clear channels until it decides upon definite policy.

Many factors are entwined in the ultimate consideration of a new alignment of broadcast allocations, and in which the superpower requests appear to be definitely involved. First, the FCC has before it the preliminary recommendations of its Engineering Department relating to a horizontal increase of power on certain regional channels. This was to be the forerunner of a complete realignment of the band to bring stations up to modern engineering practices.

A chronological course is indicated before the FCC will get to the all-important allocation proceedings. At the earliest, it does not appear possible that general hearings can be held on it before late this year or in about January, 1937.

First, the Broadcast Division must clear out of the way general broadcasting rules governing allocations. For example the present regulations prescribe that the maximum power allowable is 50,000 watts. WLW is operating with 50,000 watts regular and 450,000 experimental. It could not grant the WJZ or WGN applications without modifying those regulations since they ask for 500,000 watts outright.

The new regulations have been drafted in a preliminary way and all signs point to an eventual lifting of the limit on power. But ahead of that, the FCC is disposed to await the results of the comprehensive clear channel wave-propagation study begun last fall, the results of which now are being analyzed. This included other classes of stations also. Latest word is that the data will not be analyzed in usable form until late this summer and is now only one-quarter way through.

Until this analytical work is completed it will be impossible to say, according to FCC sources, precisely what the allocation recommendations will be. The original plan contemplated superpower on perhaps a dozen channels in the clear group, with reduction in the number of clear channels from 40 to 25. Horizontal increases in power were projected on local as well as regional waves.

Moreover, there is a school of thought that a general hearing on the advisability of adopting new rules of any character will have to be held. Under the regulations, it is possible for the FCC to invoke new rules by procuring agreements in advance from the parties who might be affected by realignment of assignments but hearings appear to be regarded by another group as essential.

Taking into account all these factors, it is difficult to arrive at a conclusion other than that the superpower hearings, plus any consideration of reallocations, will drift along several months, at least. Moreover, no move can be made until the June 15 technical hearings are out of the way.

In denying the applications for duplication on three clear channels on May 1, the Broadcast Division caused a mild sensation in industry ranks. These applications, pending more than a year, sought duplications on the 640 kc. clear channel, on which KFI, Los Angeles is the dominant station; on 830 kc., which is assigned to KOA, Denver as a clear wave, and on 1180, which is used on a shared basis by KOB, Albuquerque and KEX, Portland, Ore. The 640 case was one of the most prolonged ever held before the FCC.

For the 1370's

NEWEST twist in station organizations is the proposal of Charles A. Hill, manager of WIBM, Jackson, Mich., to organize all stations on the 1370 kc. local channel into the "1370 Club". Some 50 stations occupy the wave throughout the country. His idea is to work toward a horizontal increase in power to 250 watts night and 500 watts day; synchronized operation; standardization of equipment and antennas; Washington representation; exchange of program, selling and engineering ideas, and other mutual activities. He suggested the plan be worked out at the NAB convention in Chicago July 5-8.

— nothing up either sleeve

There is nothing tricky or magical about the way KWK gets results. It is just the natural result of hard work and close cooperation with our clients.

We will admit, however, that very often the results we get seem to have been gotten by magic.

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

What we did in April

IN APRIL, WLS was 12 years old. During its "birthday" month, WLS received more listener mail than in any previous April in its history; held 81% of its advertisers on renewal or repeat schedules; received 50,201 letters from metropolitan Chicago alone; received $21,977.79 from its listeners for flood relief—and generally operated in a way we believe pleased our listeners and advertisers—and ourselves.

A brief summary of some of these happenings, together with a few other things we think worth talking about, is presented here. Know WLS!

* * * *

830,869 letters were received at WLS during the first four months of 1936. The corresponding period in 1935 brought 632,530 letters—the previous high for the first third of any year.

* * *

WLS celebrated its twelfth birthday with a big one-hour broadcast Saturday night, April 18th. More than sixty artists took part in the program, including such favorites as Lulu Belle, Tony Wons, Uncle Ezra, Henry Burr, Cliff Soubier, Pat Buttram, Ralph Emerson and the Maple City Four. Uncle Ezra's imaginary 5-watt station, E-Z-R-A, heard on a NBC Network three nights weekly, serenaded WLS with a 12-minute program from the stage of 8th Street Theatre.

* * *

WLS programs and artists continue among the leaders in Radio Guide's nationwide radio poll. Lulu Belle, whose only radio work has been on WLS, is fifth in the "Star of Stars" classification. The WLS National Barn Dance is fifth in the "musical program" section, being led only by Show Boat, Hit Parade, Hollywood Hotel and Vallee Variety Hour. Julian Bentley, WLS News Reporter, is seventh in the "News Commentator" group.

A washing machine manufacturers' association secured 8,981 inquiries in April from nine 5-minute transcribed programs. The transcriptions are scheduled twice weekly at 8:55 A. M.

* * *

Exceeding all previous April mail response records, WLS last month received 153,466 letters. This was 210% above the April, 1935 response—and marked the third consecutive month in 1936 that mail records have been shattered.

* * *

WLS listeners had purchased (to May 1st) 54,045 copies of the 1936 WLS Family Album. The book contains nearly 100 pictures of WLS artists and staff members. It is in its seventh annual edition, and is priced at 50c. Copies are available to advertising and agency executives interested in knowing WLS. Address your request to WLS, Chicago.

Renewals = Results

81% of WLS advertisers (local) in April had used the station on previous schedules. During the month a cosmetic manufacturer reordered 156 announcements; a perfume advertiser renewed twice weekly; a nursery increased from five to fifteen minutes a day; a yarn manufacturer continued six days a week; a proprietary was rescheduled for an additional period; another renewed its daily programs for twenty-six weeks; a life insurance company added thirty-nine programs; and a proprietary manufacturer, who has used WLS three years, renewed twenty-six weeks.

* * *

Four 15-minute amateur programs during April brought 15,751 letters. The program is for members of Chicago's Fire and Police Departments only, and is a Sunday morning feature. Listeners are invited to send their votes by letter. The novel contest is sponsored by Mayor Kelly's "Keep Chicago Safe Committee."

* * *

Lorado Taft, famous sculptor, celebrated his 76th birthday on April 29th with a special broadcast over WLS. The program was carried from Mitchell Tower at the University of Chicago.

* * *

$21,977.79 was contributed by WLS listeners towards relief work when disastrous floods swept the United States early this year. A letter from the American Red Cross, which administered all funds received at WLS, revealed that 6,900 listeners responded. Contributions were received from 863 organizations, including towns, churches, war veterans' groups, farm organizations, women's clubs, lodges, fraternities, city and rural schools. One town in Michigan, total population 1,336, sent a check for $335.75.

* * *

During the first one-third of 1936, 195,442 letters from metropolitan Chicago listeners were received at WLS. During the month of April, 50,201 Chicago listeners wrote.

* * *

All this adds to, and is further proof of, WLS "listener loyalty." And listener loyalty predicates Advertising Results. Why don't *you* try WLS, too!

THE PRAIRIE FARMER STATION

CHICAGO

BURRIDGE D. BUTLER, *President* **GLENN SNYDER, *Manager***

National Representatives: John Blair and Co.

"The Capital Station in the Capital Market"

K F B K

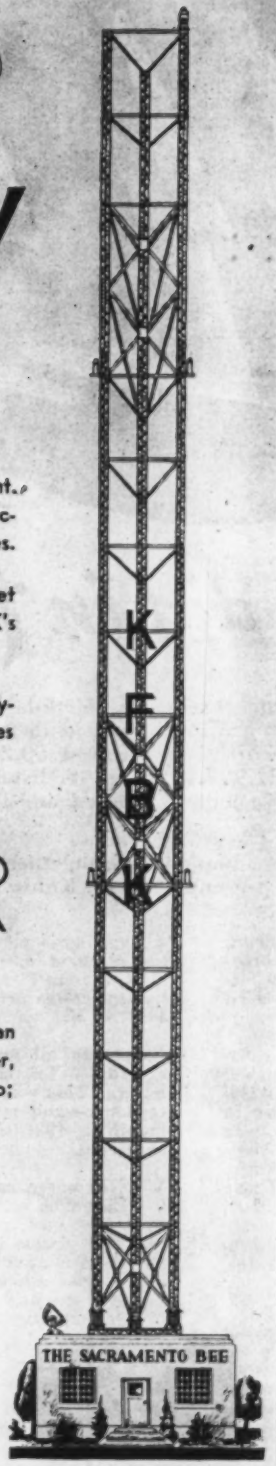
Here's A New

Able-To-Buy Market

And it's not a theoretical market. The money is here and it is being spent. Accurate, undeniable facts backed by economic authorities place the Sacramento Valley as one of the leading markets in the entire United States.

Now, for the first time, radio advertisers can reach this wealthy market completely, effectively and profitably through the medium of KFBK's new 5000-watt station.

Everything is new from the studios to the transmitter and antenna. Everything is designed to bring RESULTS. Any one of our representatives will gladly supply SACRAMENTO VALLEY FACTS.



KFBK SACRAMENTO CALIFORNIA

Now 5,000 WATTS

Owned and operated by the James McClatchy Company, for more than 79 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner, KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada.

Joseph McGillvra
485 Madison Avenue,
New York City

919 N. Michigan Avenue,
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building,
San Francisco, Calif.

1038 Exchange Bldg.,
Seattle

Affiliated with
Columbia Broadcasting System
Don Lee Broadcasting System

New Crosley Group To Start Operation

Copyright Justice Is Purpose Of Independent Association

ASSOCIATED Independent Radio Stations, broadcast group organized under the leadership of Powel Crosley, WLW president, will be incorporated within the next few weeks as a going organization. While its initial purpose is that of actively engaging in copyright matters looking toward more equitable dealings, the charter will be sufficiently broad to permit it to engage in trade associations activities generally.

At a meeting of the executive committee in Cincinnati May 1 Sol A. Rosenblatt, former NRA division administrator, who has been retained to draft a copyright legislative plan, was instructed to draw up incorporation papers for an Ohio corporation, and also to assist in the preparation of a constitution and by-laws. It was indicated that another meeting, for approval of the organization details, will be held prior to June 1.

To Elect Officers

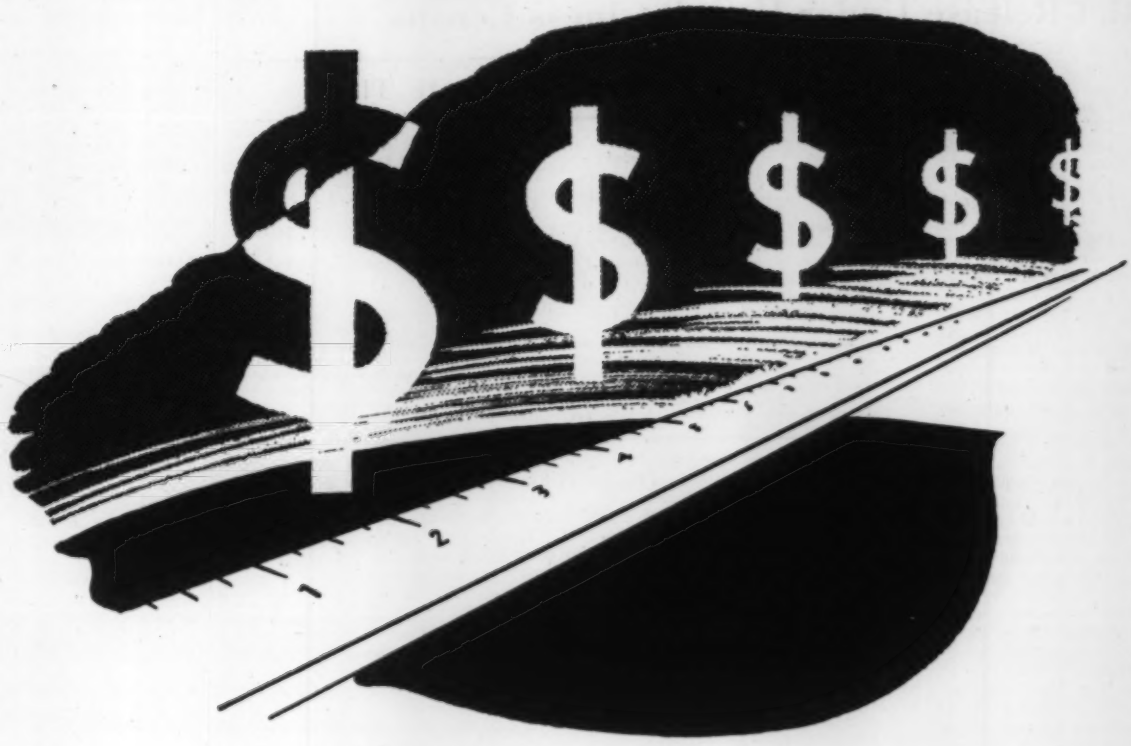
WITH the formation of the corporation Mr. Crosley is expected to be elevated to the presidency, relinquishing his temporary post of chairman. Other officers and a board of directors also will be elected, it is understood. The first actual organization membership meeting probably will be held coincident with the NAB convention in Chicago July 5-8.

It has been repeatedly emphasized that AIRS does not propose to compete with the NAB as a trade organization, but has been organized for the sole purpose, at the outset, of procuring justice on copyright. About 150 stations have received letters inviting them to membership. One means of financing which has been advanced is that of having member stations contribute to AIRS 10% of what they now pay to performing rights societies for copyrighted music.

Among those who attended the meeting were Messrs. Crosley and Rosenblatt, John L. Clark, WLW general manager and secretary of AIRS; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; James C. Hanrahan, Scripps-Howard stations; Glenn Snyder, manager, WLS; Edward A. Allan, WLVA, Lynchburg, and president of National Independent Broadcasters; Harry S. Stone, WSM, Nashville, and D. R. Merrill, business manager of the *Detroit News*, operating WWJ.

GallenKamp Enlarges

GALLENKAMP STORES Co., San Francisco, largest retail shoe company in the West, with 85 stores on the Pacific Coast, on May 18 will start a six months' campaign directed to children on eight Pacific Coast stations. Daily spot announcements will be used on KFBK, KFRC, KQW, KMJ, KGB, KOIN, KOL. Offering a variety of prizes in contests, newspaper tie-up will be used along with radio. GallenKamp also sponsors George Tolin's Wednesday night *Student's Hour* on KGGC, San Francisco. Long Adv. Service, San Francisco, has the account.



MEASURED IN DOLLAR VALUE

In reaching 4/5ths of the buying power of New England, WBZ and WBZA offer advertisers an unusual value per dollar expended. They boast a potential circulation of 1,156,000 radio families. And they're concentrated in the sections where most New England money is spent.

WBZ
50,000 WATTS
NBC Blue Network
BOSTON, MASS.

WBZA
1,000 WATTS
NBC Blue Network
SPRINGFIELD, MASS.

Two of NBC's Managed and Operated Stations

First Census Data Cover New England

Revenue and Employment Data for Region Are Shown In Initial Release Under U. S. Business Census

Mr. Sandage

IN THE first official U. S. census data ever made public on the broadcasting industry, the Bureau of Census, Department of Commerce announced May 15 that total receipts of the 36 stations in New England from sale of radio time during 1935 amounted to $3,664,687. Of this amount, more than half was derived from local sales and about one-sixth from national and regional advertisers. The balance of 31.87% came from national and regional networks.

The Bureau's release, made by William L. Austin, director, is the initial one covering an industry-wide questionnaire survey on 1935 station operations. In addition to the breakdown of time sales, the survey also covers employment and payrolls in the various station categories.

Periodically, the Bureau will make public the results of the census covering individual states and regionals, and finally it will make available figures for the country as a whole, broken down in various classifications and groups. The survey has been under the direct supervision of C. H. Sandage, chief, Division of Transportation and Communications, with headquarters in Philadelphia.

Station Cooperation

MR. SANDAGE, a university teacher and business consultant by profession, has taught marketing advertising and transportation. Before joining the Bureau, he was a business consultant in problems of advertising and marketing. Stations and networks alike, Mr. Sandage said, have given "wholehearted cooperation in this first census of the broadcasting business. This cooperation has not only been appreciated, but I am sure will result in providing the industry with valuable factual data."

Because of the significance of the first Bureau announcement, it is published herewith in full text:

Total receipts of the 36 broadcast stations in New England from the sale of radio time during the year 1935, amounted to $3,664,687, it was revealed today (May 15) by Wm. L. Austin, Director, Bureau of the Census, Department of Commerce, in the first report of the new Census of Business now under way. It is the first census data ever made public on the broadcasting business.

Although the report is called "preliminary" because it is not in as great detail as will be contained in subsequent final reports, it includes all broadcast stations in the New England States, of which there are 14 in Massachusetts, 6 in Connecticut, 5 in Maine, 5 in Vermont, 3 in Rhode Island and 3 in New Hampshire. Two stations which did not carry advertising are not included, and two stations in Massachusetts which are sychronized are counted by the Census Bureau as one, accounting for all of the 39 stations licensed to operate in New England.

Approximately one-half of their revenue (50.58%) was derived from local advertisers, and about one-sixth (17.55%) from national and regional advertisers who purchased time directly from the stations. The remainder (31.87%) was received by the stations from national and regional networks as payment for network commercial programs carried by the stations.

Revenue as reported here is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts.

In the report, the sources of income are further analyzed by States, Massachusetts leads the other States in all three classifications, with total revenue of $2,184,112, of which $1,187,284 was local advertising. Connecticut is second with $592,304 of revenue; Rhode Island is third and Maine fourth. To avoid revelation of the individual operations of any station or single ownership, the report combines the figures for Rhode Island and New Hampshire.

All figures of individual concerns are confidential and are carefully guarded by law and by elaborate precautions within the Bureau of the Census. Names are never shown in census reports, and tabulations are arranged in such manner as not to disclose any company's figures. As a result, the Census Bureau continues year after year to enjoy the full confidence of business. It is a strictly impartial fact-finding organization which establishes mass facts on which business bases its long-range plans and policies. All census employes are sworn to secrecy, and census files are not accessible, even to other Governmental agencies.

Employment Data

THE 36 New England stations employed a total of 727 persons (monthly average) with an annual pay roll in 1935 of $1,365,856. Practically all of the pay roll is for full-time employes. There is relatively little seasonal fluctuation in employment. Lowest employment was in February (676) and the highest was in December. For stations that were in operation in both February and December the latter figure was 745. During the last six months, three new stations started operations, adding 41 employes to the December total.

During a representative week used for more detailed analysis of employment and pay rolls, when a total of 776 employes (full-time and part-time) is shown, only one-sixth (16.3%) are reported on a part-time basis, and their pay roll is 6.8 percent of the total. The remainder are full-time employes of the stations.

Station talent, which is further divided into artists and announcers, accounts for 33.2% of total employment and 26.7% of total pay roll. Station technicians, the second largest group, account for 22.9% of employment and 20.6% of pay roll, during the representative week which is analyzed in detail. Other employment classifications shown in the report include executives, supervisors, office and clerical, and employees not otherwise classified.

Of the total analyzed, 613 (79%) are men, and 163 are women.

The Census Bureau emphasizes that employment and pay rolls as reported by the broadcast stations do not include entertainers and other artists employed directly by advertisers, nor those employed directly by radio networks and not a part of station personnel. No figures are available on the former, but the latter will be included in the final summary of broadcasting business in the United States, which will include network staffs as well as station staffs.

This is the first year that radio broadcasting has been included in the Census of Business, which also covers retail and wholesale trade, service businesses, amusement enterprises, hotels, truck and bus transportation, warehousing, advertising agencies, the insurance business, contract construction and nearly every phase of the complex machinery of American business, except those fields regularly covered by other Census divisions. The entire project is under the direction of Fred A. Gosnell, Chief Statistician.

The preliminary series of basic facts by States, of which this is the first, will be followed by final reports in booklet form in much greater detail. Whenever revelations can be avoided they will include analyses by counties, cities and towns; kinds of business; sales volume; number of employes; and other classifications. In many kinds of business the data will be compared with similar data from the Censuses of 1929 and 1933.

Because radio broadcast stations are limited in number in most cities, detailed information will be mostly by states and regional divisions. "National spot" and local advertising revenue will be shown in the final reports by the following types of advertising: Electrical transcriptions, live talent, records, and spot announcements. Additional information concerning this important field of business will be given in as much detail as possible, limited by the necessity to avoid disclosure of individual station operations.

REVENUE FROM SALE OF TIME

Area	*Stations*	*Total*	*Nat'l and Regional Network* [1]	*National spot (non-network)* [1]	*Local Advertising* [1]
New England	36	$3,664,687	$1,167,598	$ 643,238	$1,853,851
		100%	31.87%	17.55%	50.58%
Connecticut	6	592,304	231,520	144,740	216,044
Maine	5	249,512	93,807	42,435	113,270
Massachusetts	14	2,184,112	631,892	364,936	1,187,284
New Hampshire	3 } [2]	557,704	210,379	80,182	267,143
Rhode Island	3 }				
Vermont	5	81,055	.....	10,945	70,110

[1] National and regional network revenue represents the amount received by stations from networks as payment for network commercial programs carried by the stations. National spot revenue represents time sold directly by stations to national and regional advertisers rather than through a network. Local advertising revenue was received from local advertisers who purchased time directly from stations.

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

Summary of Employment and Pay Rolls

	Stations	*Station Employees (Avg. No.)* [1]	*STATION PAY ROLL* *Total*	*Full-time*	*Part-time*
New England	36	727	$1,365,856	$1,262,327	$103,529
Connecticut	6	179	397,103	339,194	57,909
Maine	5	65	88,195	67,871	20,324
Massachusetts	14	370	725,974	712,956	13,018
New Hampshire	3 } [2]	73	127,391	123,077	4,314
Rhode Island	3 }				
Vermont	5	40	27,193	19,229	7,964

[1] Monthly average, based on number of employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)

[2] Data other than number of stations are combined to avoid disclosure of individual figures.

Analysis of Employment and Pay Rolls

(Based on Representative Week [1])

	All Employes [2]		*Full-time Employes*			*Part-time Employes*		
				Pay Roll			*Pay Roll*	
	No.	*Pay Roll*	*No.*	*Total*	*Avg.*	*No.*	*Total*	*Avg.*
Total	776	$28,001	650	$26,101	$ 40	126	$1,900	$15
Executives	33	4,266	27	3,999	148	6	267	45
Supervisors	44	2,906	43	2,886	67	1	20	20
Office and Clerical	156	3,655	149	3,587	24	7	68	10
Station Technicians	178	5,779	170	5,737	34	8	42	5
Station Talent:								
Artists	134	4,467	58	3,397	59	76	1,070	14
Announcers	124	3,023	113	2,932	26	11	91	8
Other [3]	107	3,905	90	3,563	40	17	342	20

[1] Figures are for week ending Oct. 26, 1935, except where such period was not representative. In such cases one week of representative employment is given.

[2] Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.

[3] "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

free! There's a possibility that we might be wrong in some of the important statements we made on this page! We do not believe so—however, to see that justice is done to all, WGES makes this offer: *We will pay for this same sized advertisement in BROADCASTING and devote it entirely to a correction of any mis-statement and to honoring the Chicago radio station that can surpass our record as set down here!*

WGES

1st IN CHICAGO

First . . . in NUMBER of Local Chicago Accounts!
First . . . in HOURS per day Sponsored by Chicago Accounts!
First . . . in NUMBER of REPEAT Contracts from Local Accounts!
First . . . in RESULTS per dollar spent by Local Accounts!

Oak Leaves Broadcasting Station Inc.

1,000 and 500 Watts

IN THE HEART OF CHICAGO

. . . under Personal Direction of GENE T. DYER

This Advertisement

(*Ran in BROADCASTING April 15, 1936*)

A PAGE advertisement from April 15th issue of BROADCASTING is reproduced above. As *this* advertisement goes to press, *there has not been a single challenge to the statements set down in the first advertisement!* Every radio station in Chicago is a good publicity investment—WGES *leads all others in local business!*

WGES

"In the Heart of Chicago"

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC —an Advertisement*

By GENE T. DYER

This column will appear frequently from now on. It is YOURS as much as it is ours. Come on and use it!

There are more than 300,000 unnaturalized aliens in Chicago! WGES, WCBD and WSBC each maintain Bureaus to aid these people to become real Americans. Special booklets on Naturalization are supplied by each station.

* * *

Thank you, Jim Baldwin! Station operators know the good work you've done and are doing for everyone in radio!

* * *

WGES

The world's largest business in the retail sale of canary birds and bird supplies has been built with WGES as its sole means of publicity. Every day for five years a choir of canaries has sung its way into the hearts and pocketbooks of Chicagoland.

* * *

Without malice we repeat what one of the smartest radio station operators we know said the other day: "The radio stations can do without networks — but the networks can't do without radio stations!"

* * *

WGES has the most complete foreign-language service (announced both in English and foreign tongue) of any radio station in Chicago. Do you know that TWO out of every THREE radio listeners in Chicago are of either foreign birth or parentage? (1930 census)

* * *

There are more radio receivers in CHICAGO than in the TEN (so-called) SOUTH STATES — yet Chicago has only a small fraction of the quota facilities assigned to those states.

* * *

In Chicago at 9:00 P. M. outside of WSBC (our hundred watter) there are only FIVE radio stations on the air in Chicago -- three owned by the networks and the other two affiliated with them! And someone said Chicago was over-crowded with radio stations!

* * *

CHICAGO JULY 5

Let us be first to invite you fellow radio men to Chicago to the NAB Convention. We'll guarantee a welcome!

Gene T. Dyer

WBZA Shift to 550 kc. Sought by Westinghouse

SEEKING to terminate synchronized operations of its two stations for coverage of the Boston-Springfield markets, Westinghouse Electric and Manufacturing Co. on May 5 applied for a change in frequency to 550 kc. for WBZA, Springfield, to make the station a regional outlet. WBZ, Boston, mother station of the synchronized duo, would continue on the 990 kc. clear channel with 50,000 watts power. The stations were first synchronized in 1926.

The application proposes moving the present WBZA transmitter from East Springfield to a new location across the Connecticut River from Springfield. "The discontinuance of synchronized operation," said Westinghouse, "will more adequately serve local interest." The application proposes a new Westinghouse high-fidelity transmitter and erection of an antenna system located to give maximum signal to the greatest number of people.

OVER THE FENCE—Clem McCarthy, NBC turf expert, announcing the 43d running of the four-mile Maryland Hunt Club Cup in Worthington Valley, Md. WFBR, Baltimore, keyed it to NBC-Red.

Feature Foods Inc. Claims Increase in Sales of Sponsors

Chicago Cooperative Program Uses Novel Merchandising

INCREASED sales in the Chicago area are claimed for food distributors participating in Feature Foods Inc., a cooperative radio merchandising enterprise operated by Mitchell-Faust Adv. Co., Chicago.

Sponsors using the plan, which is based on the daily *Feature Foods* program on WLS, Chicago, are Campbell Cereal Co., Minneapolis (Malt-O-Meal); Steele-Wedeles Co., Chicago (Savoy foods, coffee); Chr. Hansen's Laboratory Inc., Little Falls, N. Y. (Junket, Rennet); Squire Dingee Co., Chicago (Ma Brown pickles, preserves); Rapinwax Paper Co., St. Paul; Sunfed Flour Mills, Minneapolis; W. F. Straub & Co., Chicago (Lake Shore honey); Pillsbury Flour Mills, Minneapolis (pancake flour); Lever Bros. Co., Cambridge, Mass. (Spry shortening).

The plan includes frequent broadcasts; premium or gift offers by radio to create non-substitutable demand by women for the products; meetings and demonstrations each week with groups of club women; merchandising calls on most important dealers; store displays of products.

Sales Clinics Held

WEEKLY sales clinics are conducted by Martha Crane and Helen Joyce who demonstrate products, test ways of talking about each product, ask questions and weigh replies, get immediate reactions on popularity of new uses, and discover advantages and selling points. The clinics are held in churches and halls in Chicago. Meta Given, home economics expert, provides home economics news, creates recipes and supplies buying suggestions.

More than 100,000 signed proofs of demand enclosing money have been received in the last six months, most of the premium offers being self-financing. Trained merchandising men make personal calls on buyers, merchandising managers and sales managers of chains and wholesalers; make personal calls on 1500 independent stores said to do more business than the other 16,000 independents in the area combined; make counter or floor displays of each product in the stores at regular intervals; report each call to each sponsor with notation on whether his product is for sale in the store, rate of sale, price, and in some cases report of special conditions. These reports are said to provide a method of checking rate of increase of distribution.

Increases in sales volume are shown in a table depicting percentage of distribution before starting the program and after six months of participation in *Feature Foods*. The table shows: Product A, 16.7% before, 25.% after; Product B, 59.5%, 63.2%; Product C, 13.4%, 27.8%; Product D, 24.6%, 50.8%; Product E, 19.8%, 28.2% (three months only). Sales volume increase of 43% is shown for one product and 92% for another. Sales of $26,500 are claimed for a new product in the market within 4½ months.

An analysis is presented to show that over a three-year period sales in the summer months average 96% of the monthly average for the entire year, indicating that the so-called summer slump in consumer buying habits is a myth.

The *Feature Foods* program on WLS uses a morning period. Feature Foods Inc. places its radio advertising through Mitchell-Faust and the agency's services are available without charge to participating food companies.

KGFK Removal Approved

REMOVAL of KGFK, 100-watter on 1500 kc., from Moorhead, Minn., to Duluth, was sustained May 4 by the U. S. Court of Appeals in Washington in a decision on the appeal of WEBC, Duluth-Superior, from the FCC decision allowing the move. The court held the FCC decision was sustained by "substantial evidence" and rejected the argument of WEBC on economic grounds.

BUSINESS INCREASES
WITH THE THERMOMETER'S RISE
IN THE
CHARLESTON MARKET

CHARLESTON BANK CLEARINGS, Week of

July 7, 1935	$1,726,131.83
Jan. 9, 1936	1,212,358.43

Thousands of vacationists and summer residents are now invading the WCSC Service Area. These vacation spots:

Isle of Palms
Folly Beach
Sullivan's Island
Beaufort Beach
Myrtle Beach

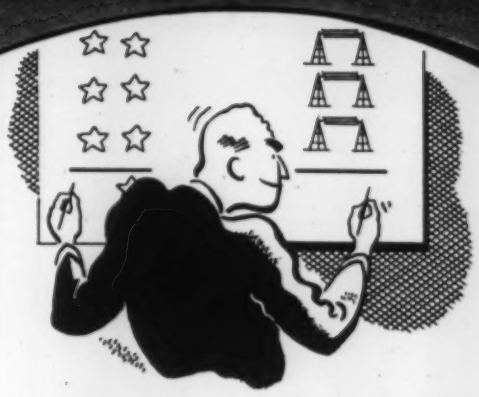
are the focal points drawing from inland South Carolina, North Carolina, Georgia and Tennessee.

MYRTLE BEACH
GEORGETOWN
ISLE OF PALMS
SULLIVAN'S ISLAND
CHARLESTON
FOLLY ISLAND
BEAUFORT

Here is a concentrated audience supplying increased business to the Charleston Market and one you can profitably sell through

WCSC • CHARLESTON
SOUTH CAROLINA'S LARGEST CITY
SERVING THE COASTAL CAROLINA TRADE AREA
1360 KILOCYCLES
1000 W. DAY—500 W. NITE • NBC • NATIONAL REPRESENTATIVES
FREE, JOHNS AND FIELD, INC.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★



WE'RE ADDING STARS and STATIONS

IT would take a lightning calculator to keep track of our mathematical activities these days: ADDING—new stars to the Standard Program Library. MULTIPLYING—our service with new features—Super-Sound Effects—Last Nighter—and now—SUBTRACTING—Oscar and Elmer, from the Last Nighter programs, and hi-spotting this new comedy discovery into a series of their own. NEVER DIVIDING—our efforts to build the finest transcribed features available anywhere. That's why we're constantly ADDING so many new stations to the Standard family—now well over 200. May we ADD you, too?

★

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

XUM

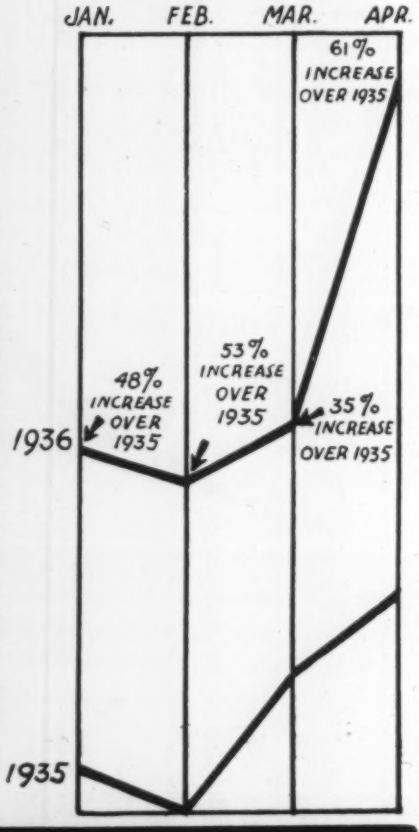
EVERY MONTH
OF 1936
BIGGER
THAN THE
CORRESPONDING
MONTH OF
1935!

PRODUCTIVENESS of
WTCN
MINNEAPOLIS ST. PAUL
BRINGS ADVERTISER-RESPONSE

The tremendous increase in volume of business every month on WTCN over that of 1935 is a striking testimonial of WTCN's productiveness . . . a reflection of the complete satisfaction of WTCN advertisers. Those who used this station in 1935 are using it again in 1936 because it did a big job of producing sales for them. More and more advertisers are hearing of the results other advertisers are having on WTCN and are using it for their own sales messages to the rich Twin Cities market in 1936.

Put YOUR sales message on WTCN. This station, backed by two leading Northwest newspapers can sell for YOU in this 10th largest market in the United States, just as it is selling for others.

HERE IS THE WTCN
BUSINESS CHART



WTCN . . . MINNEAPOLIS TRIBUNE AND
ST. PAUL DISPATCH-PIONEER PRESS STATION
Wesley Temple Bldg., Minneapolis. Minnesota Bldg., St. Paul
FREE & SLEININGER—National Representatives

QUESTIONS AGENCY MEN ASK

WGAR Clinic Gives the Answers in Meetings at Which The Story of Radio as a Medium Is Told

By EUGENE CARR
Assistant Manager
WGAR, Cleveland

Mr. Carr

WE DON'T know of a better name for them, so we call them "Clinics". Not that we consider the subject of Radio Advertising as sick, but that we gather together to study concrete cases or problems of a special type. The name is not important. The importance in this instance lies in what is done and why, and the results thereto.

The WGAR Clinics on Radio Advertising are occasional meetings to which are invited various Cleveland advertising agency representatives. We present to these groups the story of radio as a medium. No effort is made to sell a given station or any particular program idea or campaign. The stress, from beginning to end, is on radio, the medium.

We tell our story over the loudspeaker, with a number of voice changes, with sound effects and music cues. It's the story of the first commercial program, a decade of growth and development, facts and figures on receiving sets, audience availability, use by classifications, income totals and income by classifications. We attempt to define radio as it is today, and point out the values of radio, peculiar to it alone as a medium, which accrue to an advertiser through a proper interpretation of that definition. We give rules for planning and producing programs. And we talk about merchandising the program, using examples from our own file on the subject.

What They Ask

TELLING this story over the loudspeaker is effective. You see, we believe in that loudspeaker as an instrument that *sells*. We talk to advertisers every day about loudspeakers, and how they can sell merchandise to thousands of listeners in the homes of our community. Why shouldn't we use one of those loudspeakers to sell radio, the medium, to agency groups?

But, you may ask, why do you find it necessary to sell radio as an advertising medium to agency groups?

A very logical question, if you live in a city where agencies have complete radio departments, with radio account executives, production men, writers, announcers, a department within an agency sufficient unto itself. But what about hundreds of cities throughout the country in which agencies are not thus equipped? What about the thousands of advertising men who have had no first hand contact with radio, not even to placing a spot announcement campaign? What of those men who look unfavorably on radio strictly because of an unfamiliarity with it, a lack of knowledge of it? This was our problem. These were the agencies and men we wanted to reach, and, so far, we have found them willing to be reached.

Once they have come to your "Clinic", and you have told your story briefly but effectively, these are the questions they will ask:

How do you arrive at your rates?

What's being done to measure your listening audience?

How can a local program compete with a network program?

What talent can you offer locally?

What are your rates at various times of day and evening?

What is the remembrance value of an advertisement by radio?

What are your percentages of local and network programs?

What are the essential needs of an agency in setting up a radio department?

And one other question: Where do you get the showmanship in a spot announcement?

You see, during our presentation we say that "Radio Is Showmanship That *Sells*". That accounts for the last question.

You'll want to be able to answer all of these questions, in addition to all those you have answered in your formal presentation preceding the question and answer session, and in addition to many more that are bound to come as time goes on.

Then, you'll want to give each one of your guests your complete story in written form, for further consideration and digestion at leisure.

Results? A better understanding of radio, a greater appreciation for the medium, what it has done, what it can do.

Sales today? No, probably not. But, certainly, more consideration for radio each and every time it is possible to grant any consideration whatsoever in the future.

COPYRIGHT CHECK FOR CONVENTIONS

FINAL radio arrangements for coverage of the Democratic National Convention in Philadelphia June 23-29, were to be made at a meeting called in Washington May 14 by Charles A. Michelson, director of publicity of the Committee and William B. Dolph, manager of WOL, Washington, and radio director of the committee.

The most important topic was that of protection on performance of copyrighted music to avoid possible performance by floor bands of Warner Bros. tunes, particularly since the networks are not licensed to perform them. All bands will be required to submit lists of the compositions in advance, and all unlicensed numbers will be excluded. All unlisted tunes will be cut off at the outset, it is understood, whether or not they are in the Warner catalog. A copyright "checker" will be present during sessions on the floor.

Expected at the meeting were Alfred Morton, NBC; Paul White, CBS; G. W. Johnstone and Jack Poppele, for Mutual, and Dick Fishel, WMCA, and James Allen, WIP, both for Inter-City.

Advantage In!

That's what these powerful stations give spot and local advertisers in 9 great markets

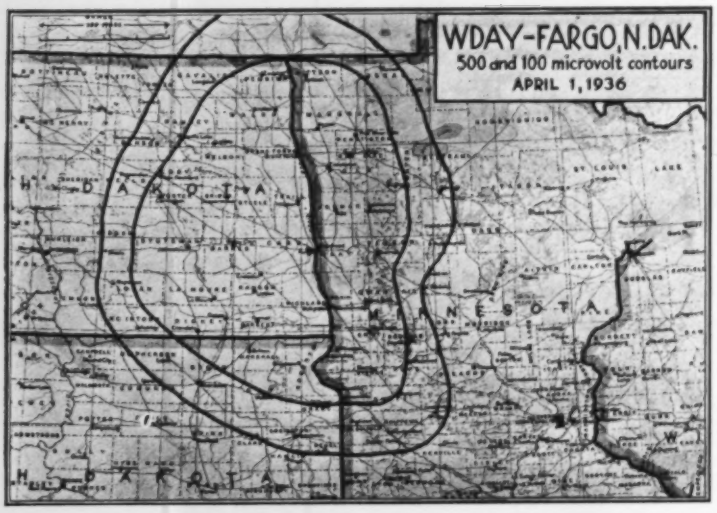
THEY'RE big markets, important markets—and these are big stations with the power and the "reach" to send scorching aces across the sales net. More than just local radio stations, they are National Broadcasting Company outlets with all the prestige, popularity and influence which only the largest radio organization in the world can offer.

If you would do a* complete *selling job these stations are musts:

WEAF	New York	50,000 watts
WJZ	New York	50,000 watts
WGY	The Great Northeast	50,000 watts
WBZ-WBZA	New England	51,000 watts
WRC	District of Columbia	1000-500 watts
WMAL	District of Columbia	500-250 watts
KDKA	Pittsburgh and the Tri-State Market	50,000 watts
WTAM	Northern Ohio	50,000 watts
WMAQ	Chicago	50,000 watts
WENR	Chicago	50,000 watts
KOA	Denver and the Rocky Mt. Region	50,000 watts
KGO	San Francisco	7,500 watts
KPO	San Francisco	50,000 watts

For full information about one or all of these stations, get in touch with the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.

Dope this out for YOURSELF!



The Brookmire map above shows that the Red River Valley of North Dakota and Minnesota will have the highest consumer income in the U. S. for the next six months [North Dakota 43% above 3-year average—Minnesota 28% above]. Our contour map shows that WDAY covers the Red River Valley like a tent. Figure it out for yourself!

WDAY, INC.

N. B. C.

FARGO, N. D.

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

With Our Eyes Wide Open

By STATION BREAK

TO BORROW the title of a recent song and to add . . . rather wryly . . . with out necks 'way out! We raise the copyright question . . . in response to popular demand and because we feel it to need inspection away from the emotions now current . . . *with eyes completely open to the basic problem and its ultimate solution!*

* * *

WE SHALL be content to raise questions. Perhaps someone will furnish us the answers.

* * *

IS THERE any logic to a system of payment based upon factors having no relation to the thing being charged for? We refer to the present 5% charge on all commercial program time . . . whether ASCAP music is used or not . . . Does this system not become even more unsound now that Warner music has been withdrawn from the ASCAP catalogue?

* * *

IS NOT the most logical price for a commodity its value in exchange in a *competitive* market? Since compositions vary as to program value, is it not reasonable to set the price of each composition in terms of its value as revealed by supply and demand? Is there any *other* sound way of charging for the use of musical compositions?

* * *

CAN THIS method be applied so long as the preponderant majority of copyrighted numbers in current demand are controlled in a single pool, determined to assert its collective power in a blanket charge on gross receipts irrespective of their source?

* * *

IF THE answers to these questions indicate the per-piece system to be the most desirable ultimate solution, is it practical? Some contend that the pure per-piece system would be applied only to currently popular music and would probably embrace little more than 150,000 titles. They visualize the remaining music grouped into various libraries available either on a flat rate per piece . . . the value of individual compositions here would differ too little to demand scaling in price . . . or on a subscription basis. Does this make the per-piece plan seem practical or not?

* * *

IF PRACTICAL, what would be the result of the per-piece plan? Would it raise the price of music? Here we venture a reply . . . probably at the outset. But does any price remain unreasonably high if there is a substitute lower priced article to take its place?

* * *

WOULD not the competitive pressure of the next most desirable composition . . . and so on down the line . . . and the pressure of the new composer anxious to establish himself in the field . . . hold down the price of compositions to a reasonable measure of their value?

* * *

EVEN if prices increased to some extent . . . would that not be more desirable than the continued existence of the present arbitrary power to raise the price of copyrighted music to almost any heights desired?

* * *

WOULD music costs be increased equally for all stations and for all music? Would the lower price probably placed on many of the excellent older numbers lead to their revival? What would be the experience of the fund of light opera and semi-classical music now utilized to but a limited degree? If these could be secured economically, would this not open up the possibility of savings to the skilful buyer of music?

* * *

WOULD not this also assist the smaller station, comparatively free of the competitive pressure of continually putting on the latest hit?

* * *

WOULD not forces such as these result in a more diversified use of music and of *more varied service to the listener?* Might they not also result in longer life for top hits by reason of less continuous performance?

* * *

WOULD not the per-piece system make possible charging the advertiser for the music utilized on his program? Should the advertiser pay for such music, just as he pays for a McClelland Barclay illustration? Should not that charge vary in amount with the value of the composition, just as does the cost of art work in the printed media?

* * *

IS THERE any fundamental diversity of interest between networks and stations on copyright in the long run? No matter the system in use, will not the *ultimate operation of economic forces require that the recipient of the greatest value in use will pay the largest sum?* . . . And we add . . . we haven't yet thought out the complete implications of this last question.

* * *

CAN any temporary advantage won without answering these fundamental questions be more than the apples of Sodom to him who achieves it?

* * *

PERHAPS we're wrong . . . but it seems to us that these are the problems which the industry . . . *as a whole* . . . must face in clear-eyed fashion. And if it doesn't . . . but why should we prophesy?

WKY's Elaborate New Studios Are the

SHOW PLACE of the SOUTHWEST

The Barnsdall Program with "Colonel Courtesy" and the Barnsdall Dealerettes . . . a musical and dramatic show sponsored by the Barnsdall Refining Corporation.

Above—Musical program featuring the O. G. & E. Men's Glee Club sponsored by the Oklahoma Gas & Electric Co.
Left—"It's McEntee Time", a variety program of music, comedy and drama sponsored by the McEntee Jewelry Co.

Johnny Marvin, featured in a daily program sponsored by Oklahoma City's Approved Laundries.

WKY's Staff and Facilities Are Geared to the Production of Box Office Air Shows!

● Teamed with WKY's new studios, without equal in the South or Southwest for beauty, size and technical excellence, is a production staff of able radio showmen with a standout reputation for producing bang-up air attractions with profitable box office wallop.

In other words, it's a place of shows as well as a show place. More than 60 live-talent studio programs of network pace and calibre are now being created and produced weekly.

With staff, facilities and performers geared to the production of air shows specifically for this area, or the reproduction of shows used elsewhere, and with the largest, most responsive audience in Oklahoma, WKY offers air advertisers a service, a market and a sales opportunity outstanding in America today.

Above — Ken Wright, former NBC and CBS artist, at WKY's new $33,000 Kilgen organ featured on the program of Harbour-Longmire Co., largest retail furniture store in the Southwest.

Left — The Bluebelles, harmony trio, featured on the program of the Oklahoma City Federal Savings & Loan Association.

WKY • OKLAHOMA CITY

Affiliated with **The Daily Oklahoman, The Times and The Farmer-Stockman**

E. KATZ SPECIAL ADVERTISING AGENCY — REPRESENTATIVE

THE ONLY FULL-TIME STATION IN OKLAHOMA CARRYING NBC PROGRAMS

WHAT A WHALE OF A DIFFERENCE THE RIGHT

I STATIONS MAKE

You and your Advertising Agency devise a radio test for your product.

You choose the test markets carefully. You develop a sound plan and a good program. Except for choosing the right stations to carry out your plan, you are ready to go!

But what a large "except." Your plan will be a success or a failure *depending upon what radio stations you choose.*

The advertiser is headed for a large radio appropriation or is "off radio for life"—*depending upon what stations you choose.*

Choose from this list of successful stations and you are headed for a successful campaign.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK — DETROIT
CHICAGO — SAN FRANCISCO

XUM

Merchandising Notes

Hardware Cooperation—Recorded Promotion—Lost and Found—Personally—Pickles in Summer

A COOPERATIVE program, presented by seven Iowa hardware jobbers in the interests of independent Iowa hardware stores, has proven so successful in its test over WHO, Des Moines, that manufacturers are joining in the sponsorship of the feature. On the air since the middle of December, 1935, the program consists of a new broadcast six days per week at 7:15 a. m. Commercial continuity is designed to urge listeners to visit their independent hardware stores in preference to specialty shops. Free & Sleininger Inc. represents the station.

* * *

WALTER CHEVALIER, manager of the Lane Bryant store in Philadelphia, broadcasts a daily talk titled *Personally — to You* on WHAT, Philadelphia, in which he gives civic and merchandising news. He speaks directly from the store. After his talks the store receives immediate and frequent telephone response on articles mentioned.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

GILMORE OIL CO., Los Angeles, using the Hix *Strange as It Seems* program twice weekly on eleven Don Lee-CBS stations, plus transcriptions in several isolated spots, on May 13 launched a new campaign utilizing the same program. Raymond R. Morgan Co., Hollywood, service the account.

The "Gilmore Cub", in its June issue, out May 15, outlines the "monogram deal". The publication is the firm's monthly newspaper with an issue of 500,000 copies. Motorists receive the sheet by asking at independent service stations carrying the Gilmore gasoline and Lion Head motor oil.

The new advertising plan offers car owners a monogram to be affixed on their car door upon the purchase of a quart of oil and a ten-cent service charge. No newspapers or other supplementary media will be used except a series of "A" boards for service station displays and window stickers.

* * *

A NEW merchant-radio tie-up has been started by WHBY, Green Bay, Wis. Alternating morning and evening at the three studios of Green Bay, Appleton, and Oshkosh an essay contest is being sponsored, with prizes in merchandise going to those whose words most potently extoll the praises of the various sponsors.

NOT EVEN FLOODS—Could keep the crowds away from radio merchandising displays in store windows and interior of Barnard, Sumner & Putnam, Worcester, Mass., department store. The displays were arranged in cooperation with NBC and WTAG. Here is an interior radio display in the store, with radio advertised goods.

WMCA, New York, set out to produce something different in the way of sales literature with its *WMCA as Others See Us* brochure. The volume, decorated in deep yellow, is illustrated in humorous vein but the promotional material is seriously presented.

Numerous comments on the station are presented. Coverage comments are given from engineering, advertisers and audience viewpoints. Rates of New York stations are listed in tables. Market data from several sources are shown and a breakdown of audience response is listed. Population density in the metropolitan area is related to signal innensity in a double-spread map.

The introduction frankly states: "In this presentation on WMCA we are therefore making no attempt to put into your hands a fancy brochure of the impressionistic type. Rather we'd like to take you behind the scenes and show you the true picture of WMCA, not as our promotion department might like to paint that picture, but rather as it has been painted for us by our critics."

* * *

L. P. LAZARE & Co., big Montreal fur store, has this to say about its *Lost and Found Column* on CFCF, that city: "We are happy to say that nothing we have done during our 25 years of advertising has brought us anything like the returns." The sponsor has started a similar daily program in French on CKAC, Montreal. United Radio Service of America, Montreal, is the agency.

* * *

THAT agencies and prospective buyers may have accurate knowledge of what it has to offer in local programs WFBL, Syracuse, has bought a new Presto recording machine to record 15-minute local programs. The machine will also be used to give announcers and artists an opportunity to check and improve their air styles, and for competitive auditions.

Get Business in Montana

Use—

KGIR

Only Station in Butte
Montana's Largest City

BAILEY Co., Cleveland department stores, broadcasting nationality chorus groups twice weekly on WGAR, places spotlight announcements and advertisements in national papers prior to broadcasts in addition to courtesy announcements on the air. Large placards are utilized in the three Bailey stores. Direct mail promotion to nationality groups invites them to listen, the store's mailing list being used. With a 65% foreign-born population, Cleveland has choral groups among Czech, German, Irish, Italian, Polish, Bohemian, Croatian, Welsh, Hungarian and Jugoslavian nationalities.

* * *

REALTORS of the Midwest have come to realize the power of radio in selling their goods, it was demonstrated at the annual convention held recently in Cedar Rapids by the North Central Region of the National Association of Real Estate Boards. With 132 realtors attending, a contest with a $25 prize was offered for the "Best Real Estate Sales Idea of the Year". In the contest a radio skit won the award. D. E. Buck & Co., of Omaha, entered the competition with a skit, originally broadcast as one of a series of programs sponsored by real estate men over KOIL, Omaha.

* * *

WOAI, San Antonio, which has been sending news on its druggist-sponsored programs to druggists in its area, has extended the services to grocery outlets. Each month both druggists and grocers receive a list of new and old programs, ads and drops, contests, offers and promotion work being carried on each program by sponsor, agency and station.

A house organ soon to be issued by WOAI will contain data on the Texas Centennial new programs, a reprint of an article on spot broadcasting which appeared in the April 1 issue of BROADCASTING and facts on Texas and radio.

* * *

RADIO listeners buy as many jars of pickles and jam in summer as in winter, Squire Dingee Co., Chicago, believes and has just signed a 26-week contract with WLS, Chicago, to promote Ma Brown's Old Fashun' products thrice weekly. Mitchell Faust Adv. Co., Chicago, has the account.

In Pittsburgh . . .

"Sales Begin At 1220 Kilocycles"

Odds are 100 to 1 that increases will be seen in the 22% to 543% greater audience* WCAE now has over other Pittsburgh stations. (*Ross Federal Survey of week ending Dec. 16, 1935).

Reason: With WCAE already broadcasting more valid radio-poll-winner programs than all other Pittsburgh stations combined, these six nationally popular broadcasts were added to WCAE's schedules within the last month:

1, Voice of Experience; 2, Today's Children; 3, Ed Wynn and Graham McNamee; 4, Life of Mary Sothern; 5, David Harum; 6, Ralph Kirberry, The Dream Singer.

Time alone is worthless . . . *buy audience.* In Pittsburgh that means: *BUY WCAE.*

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative
HEARST RADIO

NEW YORK
CHICAGO
SAN FRANCISCO

Tomorrow's Engineering Improves Coverage

for

WJDX

JACKSON, MISSISSIPPI

66% Coverage Area Added!

300% Power Increase
In Many Parts of State!

Recent improvement in the WJDX radiating system extends and improves the service area of this high-quality, 2500-watt, NBC station. In the program of engineering improvement, probably the best ground system ever put down has been installed. MORE COVERAGE, MORE LISTENERS, MORE RESULTS!

• • • •

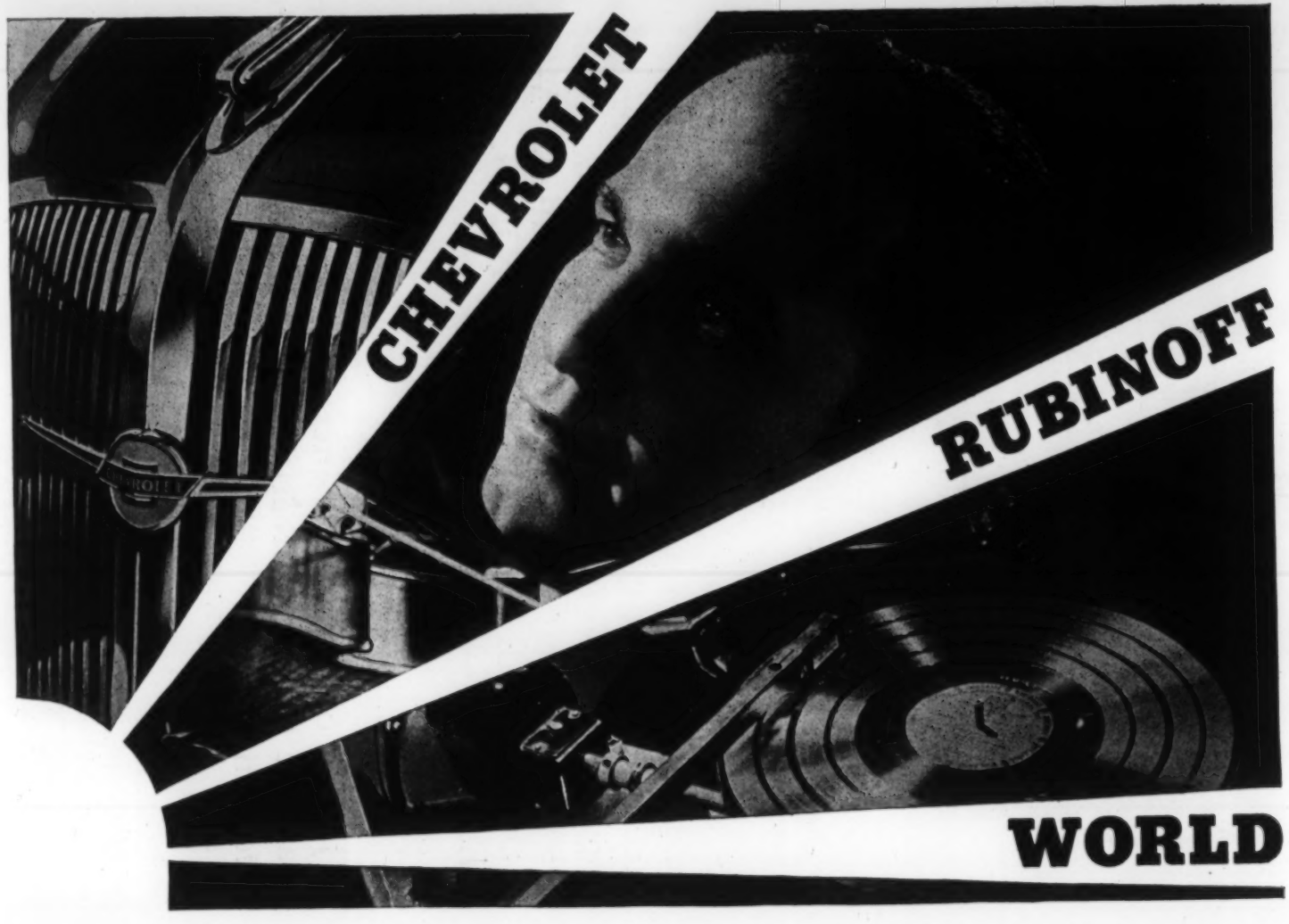
WJDX is one of an ever-increasing number of stations that put their engineering advancement under the direction of

★

FRED O. GRIMWOOD

Radio Engineer

P. O. Box 742 1810 Boonville Hiway EVANSVILLE, INDIANA



The Chevrolet *Selected* "network"

The Chevrolet *Selected* "network"

● A new use for an old term. With a WORLD of meaning. The Chevrolet "network" includes 378 stations selected to meet Chevrolet's exact selling requirements. On this "network," Chevrolet dealers receive the full selling force of a program featuring RUBINOFF and His Violin, with his orchestra . . . Richfield Oil, Studebaker, General Electric, Du Pont, Procter & Gamble, General Baking are among the many other national advertisers who plot out their own selected "networks" over the facilities of WBS. . . . You can build up your own "network" too—covering each specific market in much the same way you would pick and choose your newspaper list. And handle your WBS recordings as simply and easily as newspaper mats. . . . WBS selective broadcasting means: highly selective marketing—unlimited marketing flexibility—definite marketing economy. In your selling plan, and in more ways than one, WBS facilities hit each nail squarely on the head!

WBS facilities include: expert production assistance, when desired, for program building; station relations division, an aid in clearing time; shipping division for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS "matched quality" recordings by the wide-range vertical cut process. Complete information on request.

WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

BROADCASTING and Broadcast Advertising

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Right Foot First

AFTER a year of almost total inactivity, the Joint Committee on Radio Research suddenly has erupted into action. First came the estimate on radio families as of Jan. 1, 1936, and along with it orders to produce figures covering states and counties as quickly as possible. Then it was decided that a full-time research specialist should be hired to formulate a plan for establishment of an independent research bureau to authenticate station coverage and audience habits.

These are hopeful signs. As a major advertising medium, and the one that has proved most effective per dollar spent, radio has nothing to lose from the creation of an independent, impartial agency which would certify station coverage facts and data. It should encourage the effort.

The most important phase of the undertaking, however, is in its beginnings. Selection of the man who is assigned the task of devising the plan for the independent bureau is of fundamental importance. He should not be pro radio, pro newspaper or pro anything else except unbiased research. Only such a man can command the complete faith of the three groups most vitally affected. But he should be thoroughly familiar with radio—the most complex of the advertising arts.

Frankly, we feel that radio does not have to justify its effectiveness with figures and researches, although we confess they have a very definite value. The pages of BROADCASTING in almost every issue are replete with the stories of successful use of radio as an advertising medium. The advertiser knows that radio, properly used, pays dividends faster than all other media combined.

Thus, unless a bureau, entirely impartial and dominated neither by advertiser nor broadcaster, is created, we believe it would be better to have no bureau at all.

The advertiser, through the Association of National Advertisers, is interested in getting his "time on the air" at the lowest possible rate. The advertising agency, through the AAAA, has the task of selecting the medium and of preparing the radio "copy" in a way that will produce most effectively for his client. But his fee comes from the medium, and he must perform his service there too.

Therefore, we maintain that only an impartial, entirely independent bureau of radio research can perform the job for which it is created. We urge that the Joint Committee, equally representative of the NAB, AAAA and ANA, see to it during these preliminary deliberations that it starts on the right foot.

Nit-Wit Law

WE DON'T know the identity of that giant legal mind on the FCC, who, by dint of arduous legal research, has concluded that John Charles Thomas violates the radio law when he intones "Good Night, Mother", after every microphone appearance. But we do know that he is a nit-wit, a nincompoop and a busybody.

Technically perhaps, that fine opera singer is guilty of violating the law which prohibits point-to-point communication via broadcasting. Actually, however, he represents the highest ideals of American manhood and sets a wonderful example for every American child when his last thought upon completion of his day's work is of his mother.

That one little phrase, to our mind, is educational broadcasting of the kind that can't be written in books or in continuity. When Mr. Thomas ends his broadcast with that soft, sentimental line, it must touch the heart of everyone listening, whether he be banker, farmer, thief or murderer.

Yes, we think that fecund FCC legal mind might better figure how many times he has jumped a red light or expectorated upon the sidewalk (both of which are violations of laws) rather than make the FCC appear ridiculous.

WITH final enactment of the Copeland food, drug and cosmetic bill impending, proprietary houses are seeking long-term station contracts in advance of legal restrictions. We urge stations to scrutinize these contracts with care and keep control of continuity.

"Public Service"

ALL TOO FEW in the broadcasting industry, we hazard, realize the importance of the FCC technical hearings which start June 15. We do not exaggerate when we say that the future of radio as an entertainment, educational and public service medium is involved in the outcome of those hearings.

All have heard the trite phrase that "radio has only scratched the surface of its possibilities". Yet never were truer works spoken. Coming—and soon—are television and facsimile and ultra-high frequency broadcasting. All of them are the rightful heritage of the broadcaster of today. But these services will be retarded by years, possibly even by decades, if the broadcasters do not make a showing at these hearings for an equitable portion of the usable ultra-short waves.

At the hearings the Army and the Navy will ask for perhaps the lion's share of the available channels between 30,000 and 100,000 kc.—the new bonanza territory of radio. They will base their claims on national defense. Aviation and maritime and police radio services will be on hand asking equally large chunks. Their claims will be based on safety of life and property, and on the argument that wire lines cannot serve them. Those are potent contentions, difficult to answer.

But broadcasting has the answer. It is public service. It is the education and the enlightenment and the advancement of the people. And it is the succor and relief provided in emergencies such as the recent disastrous floods in the East and the hurricane that ripped through the Southern states. Without broadcasting, relief would have been impeded and the consequences vastly more distressing. All this constitutes public service just as important to the people as the services of other claimants for these coveted channels.

A Hot Time

THERE will be a hot time in more ways than one at the NAB convention to be held in Chicago in mid-July. We are told there isn't a hotter place north of the Equator where the temperature is concerned. And of our own knowledge, we know there hasn't ever been a more torrid agenda facing the NAB in its 14 years of conventioneering.

A thousand different panaceas for that single radio ill—copyright—have been offered since ASCAP began its relentless rampages, and was followed by lesser copyright groups looking for radio flesh. Thus, copyright will be the burning issue just as it has at every convention within our memory.

Unfortunately, this issue has brought a rift in the united front of the industry. It has tended to blind opposing factions to the point where they cannot see the other infinitely more important issues that involve broadcasting as a whole. They are forgetting the battle against those who have plagued the politicians and the public with insidious propaganda favoring government ownership.

We are not unmindful of the importance of copyright. Our own view is that the solution must begin with proper legislation — legislation which will remove the last vestige of coercive tactics from the copyright-owning combinations. Warner Bros. for example, probably could not have gotten a single signer of its five-year contracts but for that formidable bludgeon in the present law which allows $250 minimum damages for an innocent infringement, and leaves the courts no discretion whatever. Out of proper legislation, in our opinion, a measured service method of purchasing music in a competitive market can then evolve.

Every broadcaster, whether or not a member of the NAB, should be at the Chicago convention. He should be there with fire in his eyes, to preserve the unity of the industry, and not to see it torn apart by internal strife over copyright.

An industry as big and powerful and important as broadcasting should be able to keep its own house in order. It should temper its feelings of intra-industry discord in the realization that after all independent station and network, local and 500,000-watter are battling toward a common goal. That goal is the right to operate as an industry, stable and secure, by serving the public and procuring a reasonable profit for that service.

We Pay Our Respects To —

STUART SHERMAN

IF STUART SHERMAN had followed family tradition he should now be carving out a secure place for himself in the publishing world instead of climbing the unsteady ladder towards the top of the advertising profession, thinking up ways to make people buy and read his paper instead of schemes to make them prevent colds with Pepsodent antiseptic, or failing that, to blow their noses on Kleenex tissues.

For Stuart's father is publisher of *Railway Age, American Builder* and a number of other successful trade papers; his uncle, Sam Sherman, was publisher of the *Rocky Mountain News;* his uncle John editor of the old *Chicago Inter-Ocean;* his aunt Mabel author of numerous best sellers. But young Sherman was not cut out to follow family tradition or anything else. His way is not the well-traveled highway of precedent but the unblazed trail of individual discovery. Which may explain why at the age of 30 he occupies the position of vice-president of Pepsodent Co., Chicago, to which post he has just stepped from the vice presidency of Lord & Thomas.

Scorning to use family influence to start him off with a cushy office job, Stuart entered his business career literally through the door of an open hearth furnace. After graduation from tradition-bound Williams College something less than a decade ago, he spent two years with the American Steel Foundries, a good share of the time as second helper at one of the open hearth furnaces. After this basic but somewhat back-breaking training Sherman felt that his experience at the elemental side of modern industrial achievement would perhaps suffice.

Stuart then became identified with Colgate-Palmolive-Peet, serving as district manager of the Buffalo office and later as divisional sales manager in the Chicago territory. It was during his association with this famous soap manufacturer that he first became actively interested in radio. At that time the company was sponsoring *Clara, Lu 'n' Em* in an evening series. As the program was aimed solely at the women listeners, potential purchasers of Super-Suds, it was wondered if it would not be possible to move the broadcasts to a morning hour, effecting an appreciable saving in time costs, without seriously cutting down on the size of the feminine audience.

Sherman was given the job of determining just what the effect of such a move would be. During the survey he went down into southern Illinois and himself interviewed more than 500 housewives, learning at first hand what they thought about the various artists and advertisers who visited their homes via the loudspeaker. As a result of the study the program was shifted to a daytime spot, a daring thing to do in those days, but which worked out as successfully as the survey had forecast it would.

In 1934 Sherman joined Lord & Thomas, assuming the responsibility of contacting the Pepsodent and Kleenex accounts. This immediately precipitated him into radio, as broadcasting has long been the backbone of Pepsodent's advertising and one of his first official duties was to assist in the selection of a radio program to carry the Kleenex message. The choice of *The Story of Mary Marlin,* which in slightly over a year has become one of the most popular daytime programs on the air, got him off to such a good start that he was asked to do it again last fall, when Pepsodent was looking for a new program to introduce Pepsodent Tooth Powder.

When he mentioned this assignment to Amos 'n' Andy, they suggested the chief actor in a favorite broadcast on the Pacific Coast, who at that time was in New York. Stuart was off for New York at once, his only baggage a toothbrush and a tube of Pepsodent purchased at the station drug store. Two days later he was on his way home, a signed contract in his pocket. It was Al Pearce and His Gang.

Sherman brings to his Pepsodent office a background of direct selling and, what are probably even more explanatory of his success, a ready smile and an ability to inspire friendship and confidence in everyone he meets. He would be the last to claim credit for the accomplishments of others, but without drawing any conclusions it may be stated that, during his tenure with Lord & Thomas, Pepsodent conducted its first (and subsequently a second) radio contest (which Amos 'n' Andy personally plugged over the air, the first time they had ever departed from their own mythical world to mention their sponsor or his products); the commercial announcements on these broadcasts have become livelier and more varied; and the Crosley rating of the program has steadily risen.

"Stu" Sherman spends his few leisure hours with his wife and daughter in their Winnetka home, and once in a while manages to find time to exercise his only other hobby, which is shooting ducks if it's that time of year and clay pigeons if it isn't.

PERSONAL NOTES

PURNELL GOULD, commercial manager of WFBR, Baltimore, returned to his desk May 4 after a month's illness which began with an infected throat and developed into jaundice. He is still in the recuperating process and is spending only a portion of the day at the station.

ANDREW D. RING, Assistant Chief Engineer of the FCC in charge of broadcasting, and Mrs. Ring, became the parents of an eight-pound son born May 11 at Garfield Hospital, Washington. It is their first child.

T. W. BEARUP, branch manager for the state of Victoria, Australian Broadcasting Commission, is in the United States to investigate broadcasting, and to procure overseas talent to appear on Australian national stations.

JOHN R. OVERALL, recently of the NBC sales staff in New York, joined Mutual network's New York sales office May 11, succeeding T. Wylie Kinney, who resigned to devote his time to private interests.

R. L. FERGUSON, sales manager of WTAM, Cleveland, and former manager of WINS, New York, has resigned effective May 15. He did not divulge his plans.

HENRY A. BELLOWS, former CBS vice president and now special advertising representative of General Mills Inc., was married last month to Mrs. Alice Rickey Eells, of Cleveland and Washington. The ceremony was at Ashville, N. C. They have taken a cottage at Lake Minnetonka, Orono, Wayzata, Minn.

JAMES G. RIDDELL, member of the commercial staff of WXYZ, Detroit, was married May 2 to Miss Fadellis Bradley, Detroit.

MAJ. EDNEY RIDGE, director of WBIG, Greensboro, N. C., has been appointed assistant state manager for Dr. Ralph McDonald, candidate for Governor of North Carolina on the Democratic ticket.

GUY F. HERBERT, manager of CFAC, Calgary, Alb., has opened a Winnipeg office for United Broadcast Sales Limited, being succeeded as CFAC manager by Gordon Henry, of CJCA, Edmonton, Alb.

GEORGE E. MAINARDY, formerly of American Tobacco Co., has joined Joseph Ness, president of Advertising Features Inc., New York, in promoting "Broadcastment", newspaper comic strip spotlight feature.

DE WITT LANDIS, formerly with KGNC, Amarillo, Tex., has been appointed manager of KFYO, Lubbock, Tex., whose transfer to the *Amarillo Globe & News* interests was recently authorized by the FCC.

SAM GOMPERS, formerly of the *Toledo News-Bee,* has joined the staff of WSPD, Toledo, as city salesman.

MURRAY ARNOLD has been appointed director of public relations of WIP Philadelphia, succeeding James Allan, elevated to the program directorship. John Hayes, former WIP program director, has accepted a similar post at WNEW, New York.

MAURICE L. GAFFNEY, director of the CBS trade news division, is the father of an eight-pound son, tentatively named Spike, born April 20.

O. J. NILSEN, managing director, and C. T. Cromie, director, of 3UZ, Melbourne, Australia, will arrive in New York from London late in May and continue homeward via Los Angeles.

WILFRED WOODY WOODS, newspaper and advertising man of Des Moines, has joined WHO, Des Moines as public relations director. He formerly edited *The Advergram,* Des Moines' Advertising Club weekly.

L. E. EDWARDS, formerly commercial manager of CKOC, Hamilton, Ont., has been named manager of CHML, Hamilton.

H. H. FIELD, vice president of Free, Johns & Field Inc., radio station representatives, is recovering from an emergency appendectomy undergone at White Plains, N. J. He celebrated the first anniversary of the company's founding in a hospital bed.

E. K. BAUER, business manager of WLW and WSAI, Cincinnati, is the father of a boy born April 29 in Jewish Hospital, Cincinnati.

WARD INGRAM, KFRC, San Francisco, account executive, has returned to his desk after an illness which confined him to his home for more than a week.

BEHIND THE MICROPHONE

E. J. ROWELL, agricultural director of WBZ-WBZA, Boston-Springfield, is the father of a boy born recently. Gordon Swan, WBZ-WBZA traffic manager, broke his ankle and is maneuvering on crutches. Edward B. Hall has been named news editor, replacing Jan Hasbrouck, who resigned to join the Boston *Herald.*

HAL HULBERT, formerly of WXYZ, Detroit, on May 15 joins WGAR, Cleveland as production man and announcer.

HENRY BLANC, formerly on the announcing staff of KGW and KEX, Portland, Ore., has joined WFBR, Baltimore.

JULIAN FIELD Inc., talent agency, was started May 4 at 730 Fifth Ave., by Julian Field, formerly director of commercial broadcasting for CBS, vice president of Lennen & Mitchell Inc., and vice president of Joseph Katz Co., New York office. Associated with him is John H. Moses, owner of the former WRBX, Roanoke.

DAVID ELTON, NBC San Francisco announcer, has been shifted to production. Albert Tentman, formerly of KSTP, St. Paul, has been named to the vacancy.

DICK BURRIS, recently of WTCN, Minneapolis, has returned to KFYR, Bismarck, N. D., where he has been named production manager and publicity director. Al Lowrey has been named program director.

ARTHUR E. BAGLEY, who once called them off for early-morning calisthenic fans in an NBC series sponsored by Metropolitan Life Insurance Co., is giving lectures on the road for Metropolitan.

BRACE BEEMER has been transferred from sales to resume his duties as studio manager of WXYZ, Detroit. Harry Sutton, contact man and continuity chief in the commercial department has been named traffic manager and assistant to H. Allan Campbell, general manager, pending appointment of a full-time assistant. Jack Ricker, production chief, has left the staff.

JAMES HARVEY, formerly an announcer, has been named a continuity writer at KYW, Philadelphia, assuming some of the duties formerly assigned to James Begley, recently named program director. New announcers are Herbert Austin, formerly of WMMN, Fairmont, W. Va., and Charles Edwards, formerly of W2XR, New York.

JACK GLEASON, formerly of WCHV, Charlottesville, Va., has joined the announcing staff of WBIG, Greensboro, N. C.

VIRGINIA DAVIS has been appointed assistant program director of WBIG, Greensboro, N. C.

WALTER FREDERICKS, one of two winners of an announcers award from WMEX, Boston, has joined the station's announcing staff. Hamilton G. Flowers, formerly of WLLH, Lowell, was the other winner, and is a member of the staff.

CHARLES ARLINGTON, formerly with a bakery, and Guy Wallace, formerly of WIP, Philadelphia, have joined the announcing staff of WNAC, Boston.

The
A B C
Station
of Eastern Indiana
WLBC - Muncie

GLENN WILLIAMS, chief announcer of WKOK, Sunbury, Pa., on May 2 was presented with the medal for distinguished community service of the Kiwanis Club of Sunbury, for his "unremitting efforts at the microphone for a period of more than 60 hours during the March flood."

RICHARD F. VOYNOW, former music director of the Brunswick Recording Co., later Decca, Chicago, has been appointed production manager of WLW and WSAI, Cincinnati. He is a brother of Ed Voynow of Edward Petry and Co. Miss Clara Udry, for six years secretary in the WLW-WSAI traffic department, resigns May 15 preparatory to her marriage May 28 to Albert Geiser of Frankfort, Ky.

CONNIE DESMOND, assistant program director and sports announcer of WSPD, Toledo, was married in April to Virginia Johnson Rucker, graduate of Union Memorial, Baltimore.

BOBBY BROWN, commercial program manager of WBBM, Chicago, has been appointed program director to succeed Bob Kaufman.

JAMES ALLAN has been promoted to the program desk of WIP, Philadelphia, succeeding John Hayes, who resigned to take a similar position at WNEW, Newark. Murray Arnold has been named public relations director. Don Martin, formerly of WIBG, Glenside, Pa., has joined the announcing staff.

CHARLES SMITH, formerly with Lyons, McCormick & Lyons, Hollywood talent agency, early in May became affiliated with the NBC Hollywood artists bureau.

EARLE J. KALUSCHE, formerly of WPFB, Hattiesburg, Miss., has joined KFRO, Longview, Tex., as program director and chief announcer.

HAL THOMPSON, formerly of Fort Worth, has joined the announcing staff of WFAA, Dallas.

Announcers Feted by New York Advertising Club

TWENTY-SIX announcers from NBC, CBS and five New York stations enjoyed the hospitality of the New York Advertising Club at a recent luncheon, many of the microphone personalities meeting each other for the first time. Here are the 26, arranged approximately by rows:

Front row (left to right): Ben Grauer, NBC; Ford Bond, NBC; Graham McNamee, NBC; H. B. LeQuatte, president of club; Milton J. Cross, NBC; A. L. Alexander, WMCA; David Ross, CBS; Thomas H. Cowan, WNYC; Kelvin Keech, free lance. Second row: Don Kerr, WMCA; Arthur Hale, WOR; Ray Saunders, WHN; Joseph R. Bolton, WOR; Brooke Temple, WHN; Roger Bower, WOR; Don Wilson, NBC; George Hicks, NBC. Third row: Howard Claney, NBC; Dick Cooke, WINS; Robert Trout, CBS; Joe Bier, WOR; Paul Douglas, CBS; Harry von Zell, Young & Rubicam; John Gambling, WOR; Floyd Neal, WOR; Howard Petrie, NBC (in rear).

ABBOT TESSMAN, formerly with KSTP, St. Paul, has joined the NBC announcing staff in San Francisco, succeeding David Elton, who has been transferred to production.

MELVIN VICKLAND has resigned from the announcing staff of KFRC, San Francisco, to join NBC's staff in that city as junior announcer.

GENE CLARK, producer-announcer at KQW, San Jose, Cal., is the father of a girl born April 26. She has been named Patricia Mae.

JAY SIMS has resigned from the NBC announcing staff in San Francisco to become personal representative for Del Courtney orchestra.

WILLIAM A. CRABBE, formerly on the announcing and production staff of KDON, Del Monte, Cal., has joined KQW, San Jose, Cal., in a similar capacity.

RICHARD DEASEY, new to radio, has been added to the continuity and production staff of KSFO, San Francisco.

GEORGE TOLIN, special features announcer at KGGC, San Francisco, has announced his engagement to Miss Dorothy Thomas of that city. The wedding is scheduled for early June.

J. C. MORGAN, production manager of KSFO, San Francisco, is managing production of the annual San Juan Pageant, which will be staged at Mission San Juan, under sponsorship of Californias Inc., on June 23.

ROY SHIELD, general musical director of the NBC central division, Chicago, is in Hollywood writing the musical score for Laurel and Hardy's new picture, as yet untitled.

WILT GUNZENDORFER has been appointed northern California manager of the Thomas Lee Artists Bureau, an affiliate of the Don Lee Broadcasting System. He succeeds Ellis Levy who resigned last month to head the newly organized Western Booking Corp., in San Francisco. Gunzendorfer, who has been associated with the Thomas Lee Artists Bureau for the last two years, will continue to make his headquarters at KFRC, San Francisco.

NORMA V. YOUNG (Prudence Penny) for 11 years director of home economics of the *Los Angeles Examiner* and frequently heard on the air, resigned May 2 to begin a vacation.

FRED GARRIGUS, member of the Old English Players sustaining cast of WHDH, Boston, has joined the WHDH announcing staff.

FRAN HEYSER, production manager of KMBC of Kansas City has returned to his office last week after a month's illness.

Queen Mary Programs

G. W. JOHNSTONE, public relations counsel of WOR, Newark, and Harlan Eugene Read, news commentator, will sail Saturday, May 16, from New York on the *Georgic* for London. Mr. Read will do one broadcast from the BBC studios in London and give nightly broadcasts from the decks of the new Cunard liner *Queen Mary* which leaves Southampton May 27. Programs will be heard over Mutual.

DR. DANIEL GREGORY MASON, composer, will give a second series of *Musicians as Men* for the NBC Music Guild on the Blue network.

AHEAD OF THE MINUTE!

● Latest flashes of World News WHILE IT'S NEWS! 20-hour United Press Service.

News Tower — News Camera

● An additional service for advertisers. The new Press Camera helps an advertiser "visualize his program." Great for promotion, too!

● Latest equipment. Now WOW advertisers can have instantaneous recordings made of their programs at low cost.

Recording Machine — Showmanship

● Here you'll find "tops" in all the snap and flourish that constitutes Real Radio Showmanship!

● The popular feature that swept the country. WOW has the original "Man on the Street" program in this territory.

Man on the Street — Leading Local Shows

● WOW is now carrying the leading local shows. Listeners leave their dials at 590. They've caught the habit!

"Up To The Minute" isn't enough anymore. In every territory there's a "FIRST" station. Buy that station and YOU BUY MAXIMUM SALES!

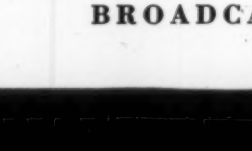
590 Kilocycles
5000 Watts
"COVERS THE NATION'S BREADBASKET"

WOW
OMAHA, NEBR.

JOHN BLAIR COMPANY,
Representatives,
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Prominent Figures in the Radio Field To Testify at FCC Ultra-high Hearings

OUTSTANDING figures in the radio world, among them David Sarnoff, RCA president and chairman of NBC, and William S. Paley, CBS president, are expected to testify before the FCC at its engineering hearings to begin June 15 looking toward shaping of allocation policies governing channels above 30,000 kc., the ultra-high frequency range.

Realizing that future development of broadcasting and its prospective offshots are at stake, major units of the industry are preparing to attend the sessions and coordinate their testimony with that to be presented from an industry-wide standpoint through the NAB. In the bands above 30,000 kc., television, facsimile, and "apex" broadcasting experimentations are going forward, but in addition to broadcasting groups, government, aviation, shipping, police and other communications services are seeking assignments which, if granted in any large measure, would preclude their ultimate use for broadcasting operations, both aural and visual.

As its first step toward building an industry case, the NAB has retained Dr. Charles B. Aiken, assistant professor of electrical engineering of Purdue University in charge of communications, to present its engineering case in chief. Dr. Aiken, who has had wide experience in virtually all phases of technical radio, in his statement is expected to explore the possible future needs of broadcasting and related services for frequencies with which to keep abreast of the advancement of the art, insofar as sound broadcasting, television and facsimile are concerned.

Other units of the industry, including the networks, independent stations, and experimenters in the ultra-high frequencies, will be prepared to round out the industry case with a plea that sufficient frequencies in the ultra-high range be preserved for broadcasting and related services, lest radio progress be impeded.

Defense Demands

GOVERNMENT services, notably the Army and the Navy, have given indications that they will demand the lion's share of the available bands between 30,000 and 110,000 kc., regarded as the present usable portion of that spectrum, for "national defense" purposes. Aviation, shipping and police services want slices on the ground that they are necessary to safety of life and property. The argument of broadcasting organizations, it is expected, will be that in times of national stress the government is authorized under law, to take over all private radio operations anyway.

Meanwhile, the FCC Engineering Department, under Chief Engineer T. A. M. Craven, is whipping into shape its agenda for the hearings. The FCC has under consideration the addition to its technical staff of Dr. L. P. Wheeler, physicist of the Bureau of Standards Radio Section, and a well-known radio scientist. Should he join the FCC he will become chief of a newly created technical information section, and at the hearings would be called upon to present scientific theories on the propagation qualities of channels in the ultra-high band. He was formerly with the Naval Research Laboratories.

Mr. Sarnoff, it is reported, will be present at the hearing to testify for the RCA group and talk of the experimentation it has been doing in these very bands. RCA has been in the front of television experimentation and hopes to begin first practical demonstrations June 29. Mr. Sarnoff will be supported by engineers of RCA and by officials of NBC.

For CBS, Mr. Paley will make the opening statement, telling of the service of his company and of its experimentations in radio. E. K. Cohan, CBS technical director, and others on the staff are expected to testify also. In addition, individual stations which have conducted experimental operations are slated to appear.

The Radio Manufacturers Association, representing set manufacturers, has appointed a committee to testify. Dr. W. R. G. Baker, of General Electric, chairman of the RMA engineering division, is in charge of the preparations. He has named a special committee including L. C. F. Horle, consulting engineer; Dr. C. B. Jolliffe, former chief engineer of the FCC; R. H. Manson, A. F. Murray, F. E. Johnston, Sarkes Tarzian, Dorman D. Isreal and H. B. Marvin.

Preakness by Amoco

AMERICAN OIL Co., Baltimore (Amoco) will sponsor the Preakness at Pimlico Race Track, Baltimore, May 16 on 21 NBC-Red Stations, keyed from WBAL, Baltimore. All races run at Pimlico that day will be sponsored on WBAL and WRC, Washington, filling in with music and comedy from WBAL studios. Joseph Katz Co., Baltimore, has the account.

SPEED AND SMOKE
Fast Salesmanship Gets KFYR Sponsor for Skywriter

LOOKING upward, Dick Burris, announcer of KFYR, Bismarck, N. D., saw an aviator starting to write in smoke the name of a well-known oil company. He dashed to the studio to put a description of the event on the air. While Ernest Grewer, chief technician, set up remote equipment, Manager Frank Fitzsimonds phoned a local oil company and sold the description.

Six minutes after the plane was sighted and before Art Goebel, the flyer, had completed his first word, the description was sold on the air.

Field Opens Offices

FORMATION of George H. Field & Associates, radio station representatives, was announced May 2 by Mr. Field. Headquarters are at 152 West 42d St., New York City.

First

In Local Audience Preference . . .
(accumulated popularity surveys over a three year period emphatically point out KGB a three to one preference over the other San Diego station.)

FIRST In Local Showmanship Ratings . . .
(Variety October 30, 1935 . . . and the same exacting care is exercised with transcribed programs as with live talent.)

FIRST Choice of Local Advertiser . . .
(who know the preference of the local listening audience . . . San Diego's leading Department Store . . . largest wholesale Baking Company . . . the most agressive Jewelry store . . . the biggest distributor of Ice Cream . . . all use KGB exclusively.

Spot Advertisers . . .
using KGB get the FIRST Station in the 3rd richest market of California at the lowest cost per-thousand listeners.

WRITE OR WIRE TODAY.

DON LEE BROADCASTING SYSTEM

Los Angeles Office, 1076 West 7th Street — San Francisco Office, 1000 Van Ness Avenue

San Diego Office . . . 1012 First Avenue

★ THE ONLY CALIFORNIA NETWORK ★

First Quarter Radio Revenues Increase 11% to $25,509,364

Industry Shows the Largest Gain for Period of Any Major Media; Stabilized Trend Is Indicated

BROADCAST advertising during the first quarter of the current year totaled $25,509,364, according to statistics compiled by the NAB, an increase of 11.4% over 1935.

Radio continued to show the greatest relative gains of any major advertising medium as compared to corresponding periods of previous years. National magazine volume during the first quarter of the current year increased but 6.5% over the level of the same months of 1935, while newspaper lineage rose 5.6%. National farm paper volume, however, led the field with an increase of 37.0%.

Indications point to the beginning of the stabilization of radio advertising at a post-depression level, in that the aforementioned growth in volume is comparable to one of 19.6% for the first quarter of 1935 as against the corresponding three months of 1934.

National network advertising increased 5.8% as compared to the first quarter of last year. The gain during the first three months of 1935 as compared with the previous year was 23.9%, indicating a particularly strong trend toward stabilization of advertising volume in the national network field.

Regional network advertising registered a gain of 55.9% as compared to the first quarter of 1935 while national non-network volume rose 40.5%. Local broadcast advertising rose but 1.5%. Broadcast advertising volume during the first quarter is as follows:

	1936	*1935*
National networks	$14,926,616	$14,107,206
Regional networks	300,318	193,299
National non-network	5,670,550	4,035,182
Local	4,611,880	4,545,023
Total	$25,509,364	$22,880,710

The marked rise of regional network and national non-network advertising has changed the composition of the medium's business to an interesting degree. Whereas national network volume during the first quarter of 1935 comprised 61.3% of the gross billings of the medium, it comprised but 58.5% during the corresponding months of the current year. Regional network volume increased from .8% of the medium's total, while national non-network advertising rose from 17.3% to 22.2%. Local broadcast advertising, on the other hand, declined in importance from 20.6% to 18.1%. This constituted a further decline in relative importance from 22% during the first quarter of 1934.

Non-network Increase

GENERAL non-network advertising rose 19.7% during the quarter. Regional stations experienced the most rapid increase in non-network volume reflecting thereby, the marked rise in national non-network advertising. The most pronounced gains in non-network advertising continued to occur in the South and Midwest.

Electrical transcription volume experienced particularly marked increases in both the national and local field during the first quarter of the current year. National transcription volume rose 64.0% over the corresponding period of 1935, while local transcription business increased 21.8%.

National live talent volume continued its marked rise of more than a year's duration, increasing 44.5% as compared to the corresponding months of last year. Local live talent business gained 6.7%. Records declined 6.2% while announcements dropped 7.5%. National announcement business decreased 3.1% and local volume 9.8%.

The continued rise of electrical transcription and live talent volume and the decline, especially in the announcement field, have resulted in marked changes in the composition of non-network advertising with regard to type of rendition. In the national field transcription volume increased from 32.1% of total volume in 1935 to 37.6% in 1936. Live talent volume rose from 44.2% of total national non-network business during the first quarter of last year to 47.9% during the current year. Announcement volume decreased from 23.3% of the total to 14.2%.

Local transcription business rose from 7.5% to 9.0% of the total while live talent volume increased from 52.8% to 55.6%. Record business remained comparatively unchanged in importance while announcements declined from 35.8% to 31.7% of the total.

Trends in broadcast advertising sponsorship during the period under consideration were largely the continuation of tendencies previously noted in the current season. Automotive advertising continued to experience marked gains, especially in the national non-network and local fields. Food advertising rose materially, as did beverage volume. Drug and pharmaceutical advertising declined in the national network and local fields, though rising materially with regard to regional networks and national non-network volume. Tobacco advertising increased.

Principal gains in the national network field, as compared to the first quarter of last year, were as follows: Automotive, 12.1%; accessories and gasoline, 43.4%; beverages, 27.2%; tobacco, 14.8%, and miscellaneous, 117.9%. The latter is a significant indication of a widening variety of sponsorship of national network advertising. Drug and pharmaceutical volume declined 31.7% while confectionery advertising dropped 37.4%.

Regional network volume rose quite generally, principal increases being the following: Drugs and pharmaceutical, 179.5%; foodstuffs, 50.3%; beverages, 178.4%; soaps and kitchen supplies, 229.8%; tobacco, 132.1%. Gains likewise were general in the national non-network field. Automotive advertising rose 185.6%, while other increases were as follows: Foodstuffs, 51.3%; beverages, 77.8%, and tobacco. 67.9%.

Local broadcast advertising registered considerably smaller gains. Automotive advertising rose 41.3%, food volume 11.5% and clothing business 6.6%. Drug volume decreased 23.2%, and gasoline and accessory advertising 8.4%.

March Business

TIME SALES in March experienced the usual seasonal up-swing, totaling $9,332,368, 14.6% above the February level and 12.6% greater than in March, 1935.

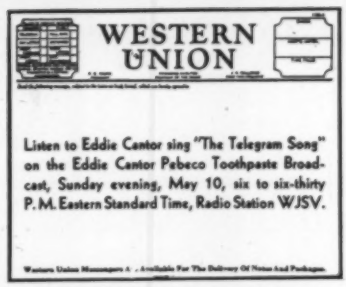
Regional network and national non-network advertising continued to show the greatest gains as compared to the preceding year. National network increases continued to taper off gradually, while local broadcast advertising showed confused tendencies. March volume in the latter field declined below 1935.

Increases in non-network revenue were fairly even throughout the entire medium as compared to March of last year. Regional station volume showed the most pronounced increases as compared to the previous month. Non-network advertising in the South and Middle Western States continued to show the greatest gains over the previous year's volume.

★ "C'mon in, Phil!" Every weekday morning at 5:55 more than 250,000 farm folk in the KMBC Market welcome their friend, Phil Evans. He speaks with authority on markets and merchandise. What Phil sells, they buy. New facts and figures on this important farm market are ready. May we send them to you? Write or wire . . .

KMBC of KANSAS CITY

FREE & SLEININGER, Inc., National Representatives

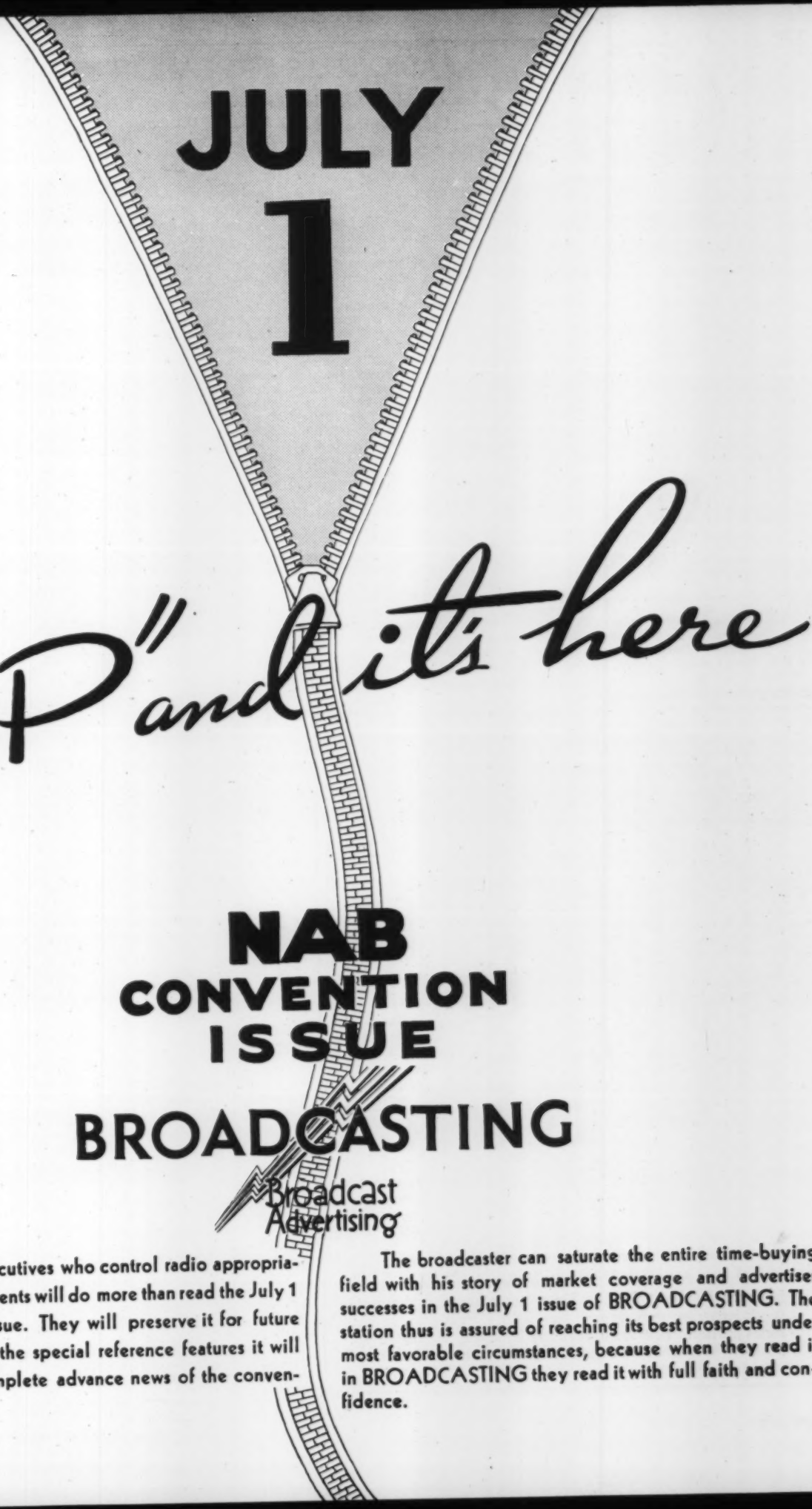

WESTERN UNION
Listen to Eddie Cantor sing "The Telegram Song" on the Eddie Cantor Pebeco Toothpaste Broadcast, Sunday evening, May 10, six to six-thirty P. M. Eastern Standard Time, Radio Station WJSV.

PROMOTION—Western Union delivered miniature telegrams far and wide to tell listeners that Eddie Cantor would sing "The Telegram Song" May 8 on the CBS Pebeco program. This is one of them.

2389 paid 25c each to see
WJBY BARN DANCE
Sat., April 25th
over 1000 turned away
Positive Proof of Local Popularity
WJBY Gadsden, Ala.

Jiffo Polish to Expand

JIFFO PEOPLE, New York (Jiffo furniture polish) is using spot announcements over WBBC, Brooklyn to introduce the product. Other stations are to be added as soon as distribution is more complete in the New York area. Dameron-Reynes Inc., New York, is agency.



Advertising executives who control radio appropriations and time placements will do more than read the July 1 NAB Convention issue. They will preserve it for future reference because of the special reference features it will contain, plus the complete advance news of the convention itself.

The broadcaster can saturate the entire time-buying field with his story of market coverage and advertiser successes in the July 1 issue of BROADCASTING. The station thus is assured of reaching its best prospects under most favorable circumstances, because when they read it in BROADCASTING they read it with full faith and confidence.

CLEVELAND
610 Kilocycles

WJAY

We have always been

FIRST IN CLEVELAND

in local accounts

●

Now we're climbing in the

NATIONAL FIELD

Listed here are a few of the national accounts recently signed and GETTING RESULTS ON WJAY:

Drums Dry Cleaner
C. C. Winningham

Federal Cigarettes
Robert St. Clair Co. Inc.

Gold Cross Milk
Erwin-Wasey & Co.

La Choy Products
placed direct

Musterole
Erwin-Wasey & Co.

Moth-wool
Cramer-Krasselt Co.

Olson Rugs
Palmer Co.

Quick-Serve Beans
Martin, Inc.

Twins Hair Products
Placed direct

For further details, write, wire or phone

Edythe Fern Melrose
Manager, Station WJAY
Cleveland Cherry 0464
Nat. Rep. Aerial Publicizing, Inc.
New York - Chicago

RADIO SELLS RECREATION

San Francisco Officials Create Interest in Work Of Playgrounds by Popular Broadcast

By RAYMOND S. KIMBELL
Asst. Supt., San Francisco Department of Recreation

THE AVERAGE citizen has a radio set. He also has a wife and children. It's also possible that his children attend playgrounds. Mr. Average Citizen's eye, traveling down a column of newsprint and lighting upon a statement that such and such a recreational group is doing thus and so tonight at a given spot, leaves him so unmoved that it may be said that he was unaware that he saw the item.

The same person, half listening to a radio program given, let us say, by children from Portola Playground, which is in his neighborhood, hears a solo by little Mary Jane Jones, who is the daughter of the clerk at the corner grocery store. Mr. Average Citizen listens. The recreation program has definitely captured his interest. If the same little girl's performance was followed with a statement that Portola Playground has a card party every Tuesday night; a gym class every Wednesday night or a baseball tournament Friday nights, it is unquestionable that Mr. Average Citizen, having nothing to do of an evening, might remember, stroll around and see for himself. It is unquestionable that some few would remain. It is unquestionable that Portola's attendance would be increased.

Last Christmas, with the San Francisco Recreation Department staging an elaborate program based on the folk ways of the Elizabethan era, which, in the opinion of city editors, there could be nothing drearier on earth, some 60 radio plugs, judiciously sprinkling the early morning and late afternoon air, awoke public interest sufficiently that the program became news.

Then, taken up purely for its news value by the papers, an attendance of several thousand persons resulted, whereas the previous year only a few hundred turned out. Those 60 air plugs, at a market value of $2.50 to $4 each, represented not only costly publicity, but also the willingness of radio to cooperate with recreation.

When the San Francisco recreation department started its radio program *Boys & Girls Only*, over NBC in June, 1933, we were particularly anxious to have the Junior Civic Symphony become known via the air. Our supervisor of music, Mrs. Marie V. Foster, and NBC officials had a series of conferences with the result that the production manager stated that he didn't want a symphony. For years, however, he stated, he had been looking for a first rate juvenile program. A compromise was made. The symphony idea was dropped in favor of airing harmonica bands and the singing by small children. Suggestion was also made at the time to air an old-fashioned spelling bee for children under 12. From these ranks would rise a city playground champion and create more interest.

At the next meeting they got down to cases. Mrs. Foster announced that she was going to bring 65 children to sing on the broadcast. The NBC producer was up in arms. He said: "It has never been done. It can't be done. Leave all but five or six of them at home." She, equally firm, told him she had promised the children. They were looking forward to it. She couldn't disappoint them. She won and brought the children. The program was an immediate success. A radio poll put it up as one of the best children's programs in the country. The program is heard Fridays, from 4:45 to 5:15 p. m., each week on KGO, and it's a going institution.

Radio officials have stated that this program, like all juvenile programs, appeals principally to adults. They believe it has a definite value in calling attention to the fact that organized recreation exists. They believe it interests parents in playground activities.

We are confident that radio, free plugs and all, has done much to sell the citizens of San Francisco as to the value of recreation not only for their children, but for themselves too.

From the Zeppelin's Cabin

DR. MAX JORDAN, NBC European director, addresses a worldwide audience from the dirigible *Hindenburg* on the first of a series of flights to the United States. NBC had exclusive rights to broadcast from the airship and broadcast the takeoff at Friedrichshafen, piano playing and singing from aboard the ocean-going ship, two-way conversations between Ford Bond in New York and Dr. Jordan, and the arrival in Lakehurst. Dr. Jordan made a number of broadcasts during the flight. A piano concert was broadcast May 8 from midocean. Brief talks were given by prominent passengers and Commander Eckener.

Copyright Department Is Organized by WBS

CREATION of a music copyright department under the direction of John Hanna was announced May 11 by World Broadcasting System "to provide every possible cooperation to stations who are broadcasting World transcribed programs." Mr. Hanna has had some 15 years' experience with copyright in the motion picture and music publishing fields. The service is also available to advertisers and agencies utilizing WBS transcriptions, said the announcement. The department is prepared to advise on all questions concerning restricted music, and as far as possible, will advise of new developments in the copyright field, as they affect clients of WBS.

Simultaneously, WBS announced that G. E. Hollihan, formerly with Batten, Barton, Durstine & Osborn, New York, had joined its program service department. He also was radio director for Alfred Rooney Co. Inc., advertising agency of New York, Boston and Cleveland. He will be charged with development of commercial aspects of WBS program service, with a view to providing subscribing stations with ammunition for the sale of time to local sponsors.

Mutual April Billings

MUTUAL network on May 8 announced total billings for April of $139,934, including both basic and associated stations. With announcement of April receipts, Mutual began announcing its monthly figures in terms of the total receipts from basic and associated stations, rather than merely the basic figure. March billings for basic stations totaled $173,117, the combined total for March amounting to $191,482. WOR total billings for the first quarter of the fiscal year (beginning Feb. 1) were the highest in its history, exceeding the same period last year by 29%.

SPOTS BETWEEN 9 O'CLOCK AND 10:30 PM ARE OPEN ON WHAS

Louisville, Kentucky
C B S Basic Outlet
Edward Petry & Co.
National Representative

Operated by
The Courier-Journal and
The Louisville Times

• because Daylight Saving Time has advanced the network program one hour. But 9 to 10:30 p.m. is the ideal period. Almost everybody is home and tuned-in. 50,000 Watts at this period gives your product tremendous coverage.

Montana's youngest and fastest growing Radio Station.

1000 Watts
1260 Kc.
KGVO
MISSOULA
MONTANA

Need of Specialists In Radio Education

Ohio State Conference Hears Conflicting Viewpoints

PROFESSIONALS should handle educational radio programs.

Radio isn't a new form of art in itself.

These opposite beliefs were presented to the Seventh Institute, Education by Radio, which met May 4-6 at Ohio State University, Columbus.

Carl L. Menzer, of the NBC central division, took the position that showmanship is one of the needs of the day in programs from educational stations. He said script preparation is a profession, and a professional should be charge of this work.

Lester Ward Parker, Rochester, N. Y., on the other hand, said that "most of the confusion in ratio terminology, such as 'educational broadcasting', results from the desire of some enthusiasts to regard broadcasting as a new form of art in itself when after all the most it can do is to transmit, over wide areas, those forms of art which can be expressed through sound."

Dr. W. W. Charters, director of the university's bureau of educational research, said that radio has reached a stage calling for specialists in station management, program planning, script preparation, talent selection, rehearsing, microphone presentation and listener consumption and measurement.

Public Service

WIDER use of radio for public service, greater promotion of the medium for cultural and civic uses and a much more general adaptation to public school instruction were listed as some of the future uses of radio by Dr. Arthur G. Crane, president of the University of Wyoming and chairman of the National Committee on Education by Radio.

Prof. Philo M. Buck, University of Wisconsin, advocated assigning of a few frequencies, adequate power and sufficient funds for a qualified personnel "undisturbed by thoughts of immediate profits" to undertake a program of experiments and research.

Prof. Buck said that radio is a new and valuable and most omnipotent art, though as yet only partly explored. He said education by radio can never expect to follow the old routine of educational procedure, adding that the use of radio may call for new definitions of education and its aims.

A discussion of script writing was staged at one of the sessions May 5, with H. V. Kaltenborn, of CBS, offering a report on news commentators. Collaborating in the report were Frederick William Wile, John B. Kennedy, Gabriel Heatter, Raymond Gram Swing, Boake Carter, Stanley High and Lowell Thomas.

Whittemore Polish

WHITTEMORE Bros., Cambridge (shoe white) the week of May 18, placed one-minute spot announcements on seven stations from St. Louis Eastward. Announcements scheduled once a day, six days a week, for 13 weeks. N. W. Ayer & Son Inc., New York, is the agency.

SIDEWALK REPORTER—Here is Don Hastings in action for KFWB, Hollywood, as he gets a touch of public reaction from an attractive feminine interviewee.

Navy Takes Bands From Society List

Recording Group Is Required To Cease Service Band Fees

REPUDIATION of the "American Society of Recording Artists" newly created organization which is attempting to exact license fees for performance of phonograph records by broadcasting stations, has been effected by the Navy Department insofar as performance of recordings of the Navy and Marine Corps bands are concerned.

At the instance of Rep. Karl Stefan (R-Neb.), former news commentator of WJAG, Norfolk, Neb., Admiral William H. Standley, acting secretary of the Navy, on May 1 disclosed he had written the Society requesting it to "remove from their membership list the names of the United States Navy and Marine bands."

Meanwhile, it has been reported that the Society has threatened numerous stations in Southern California with purported infringement suits unless they sign licenses for performing recordings made by their members. The NAB steadfastly has maintained that performing artists hold no copyrights and that broadcasters are in no way required to pay royalties to them.

Information sent to Washington was that the Society demanded settlements from stations, based on alleged checking of phonograph record renditions, plus a monthly service fee retroactive to May, 1935, plus a guarantee that 40% of the record performances of stations would be the recordings of the Society's claimed members. And the settlements also stipulated agreements to the licensees under which stations would pay a fee per performance of each side of a record ranging from 5 to 15 cents depending upon the station's power.

Payment Demanded

LAST February, over the signature of Arthur W. Levy, executive secretary of the Society, letters were sent to all stations informing them that unless they applied for licensee memberships that they not broadcast recordings of members. The rate schedule specified was 15 cents per usage for stations of 1,000 watts or more, 10 cents per usage for stations from 500 to 999 watts and 5 cents per usage for stations of 499 watts or less. The decision last January of the Common Pleas court in Philadelphia in the case of Fred Waring against WDAS, was used as the basis for the licensing. This court, an inferior tribunal, decided in favor of the rights of the performing artists, but the case is now pending on appeal, and, if necessary, will be carried to final adjudication in the interests of the industry.

Last month Rep. Stefan wrote to Navy Secretary Swanson that stations in his district had complained they are now ordered to pay a fee for playing records made by the two service bands. He quoted the letter from the Society ordering such payments, and mentioned that the names of the service bands were listed as members of that organization. A reply from Rear Admiral J. K. Taussig, acting chief of naval operations, on April 15 stated that an investigation by the Department "shows there is no connection between the United States Navy Band, or the United States Marine Band and the American Society of Recording Artists."

Rep. Stefan, however, wrote again, pointing out that in view of the investigation "this Society is misrepresenting the United States Marine Band and the Navy band, and I believe your Department and this office should have a better explanation of the matter."

To this, he received the reply from Acting Secretary Standley stating that the Society had been requested to remove the band names from its membership list.

NBC carried running of the Dixie Handicap race at Pimlico, Md., May 9, with Clem McCarthy and Bill Coyle announcing.

Sponsors Like It

LESS than a week after it was started, the *Racing Matinee* on WAAB, Boston, had acquired more than a hundred sponsors. Surprise features are inserted into the program at frequent intervals, with the basic material covering race results. Prominent persons are to be interviewed and novelty attractions are being planned. A surprise feature was a series of broadcasts from Barnum & Bailey - Ringling Bros. Circus. Most of the sponsors are local.

HERE'S HOW
WE USE
OUR
Spare Time
in the Station that's First
in the Heart of Maryland
We refuse to be "just another chain outlet". We spend our spare time building an audience in the Heart of Maryland. Sustaining locals or "live talent" national or local programs are our specialties. On Saturday, April 25th, we were key station (basic red network) for the thrilling Maryland Hunt Club steeplechase, most important in U. S. A. Big Baltimore department store, Hecht Bros., is on WFBR with 15 minute program, 6 times weekly, for 13 weeks. Get the idea? We have some of our Spare Time to spare for you. It pays.
Maryland's Pioneer Broadcast Station
WFBR
Baltimore, Md.
National Representatives: Edward Petry & Co., Inc.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Oneida Ltd., New York (silverware), 39 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.
RCA Mfg. Co., New York (tubes), 117 *sa*, thru Lord & Thomas, N. Y.
American Tobacco Co., New York (Roi-Tan cigars), 160 *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
General Foods Corp., New York (Huskies), 52 *sp*, thru Benton & Bowles Inc., N. Y.
Kellogg Co., Battle Creek (cereal) 108 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Armand Co., Des Moines (cosmetics), 65 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Servel Sales Inc., New York (Electrolux refrigerators), 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene), 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.
American Gas Machine Co., Minneapolis (KitchenKook stoves), 8 *t*, thru Greve Adv. Agency, Minneapolis.
Zenith Radio Corp., Chicago (radio sets), 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bethlehem Steel Co., Bethlehem, Pa. (roofing, fences), 35 *t*, direct.
Folger Coffee Co., Kansas City, 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Dr. Pepper Co., Dallas (beverage), 52 *sp*, thru Tracy - Locke - Dawson Inc., Dallas.

KSFO, San Francisco

Associated Oil Co. of California, San Francisco (motor oil), weekly *sa*, thru Lord & Thomas, San Francisco.
Boericke & Runyon Co., San Francisco (Eopa home remedies), 3 weekly *sa*, thru Doremus & Co., San Francisco.
Budd & Votaw, San Francisco (Pebble Beach neckties), 6 weekly *sa*, thru Doremus & Co., San Francisco.
Western Union Telegraph Co., San Francisco (telegraph service), 14 weekly *sa*, direct.
Crazy Water Crystals Co., San Francisco (mineral water), 6 weekly *ta*, thru Vandevort Adv. Co., San Francisco.

WHK, Cleveland

Magazine Repeating Razor Co., New York (Shick razor), daily *sa*, thru J. M. Mathes Inc., N. Y.
Beneficial Management Corp., New York (personal finance), 3 weekly *sp*, thru Albert Frank - Guenther Law Inc., N. Y.
C. S. Welch Co., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Graybar Electric Co., Cleveland (Kelvinator), 3 daily *sa*, thru Geyer, Cornell & Newell Inc., Detroit.

WESG, Elmira, N. Y.

Southern Oil Co. of New York, Horseheads, N. Y., daily *sp*, thru Stewart, Hanford & Frohman Inc., Rochester.
Richfield Oil Corp. of New York, New York, 52 *t*, thru Fletcher & Ellis Inc., N. Y.

WOR, Newark

Joseph Middleby Jr. Inc., South Boston, Mass. (Midco ice box freeze), 2 weekly *sp*, thru Doremus & Co., Boston.
Ruud Mfg. Co., Pittsburgh (gas water heaters), 3 weekly *sp*, thru Ketchum MacLeod & Grove Inc., Pittsburgh.
Atlantic Sales Corp., Rochester (Reckitt's Blue), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Guild Laboratories, New York (Vita-Col toothpaste), weekly *sp*, thru Monroe F. Dreher Inc., N. Y.
Eleanor Martin, Chicago (knitting equipment), 3 weekly *t*, thru Morenus Adv. Agency, Chicago.
New York American (American Weekly), weekly *t*, direct.
Chemical Control Eastern Division Inc., New York (Moth Surance), 2 weekly *sp*, thru Mackay-Spaulding Inc., N. Y.
Boston Food Products Co., Boston (Prudence corned beef hash), 2 weekly *sp*, thru Ferry-Hanley Co., N. Y.
Bathasweet Corp., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Greenwich Savings Bank, New York, 5 weekly *sa*, thru Metropolitan Adv. Co. Inc., N. Y.
Gardner Nursery Co., Osage, Ia. (plants, seeds), 4 weekly *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

KMOX, St. Louis

Baltus-Rolfs Inc., Milwaukee (Moth Wool), 78 *sp*, thru Cramer-Krasselt Co., Milwaukee.
E. I. Du Pont de Nemours & Co., Wilmington, Del. (paint), 16 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Phillips Petroleum Co., Bartlesville, Okla., 5 *sp*, thru Lambert & Feasley Inc., N. Y.
Kellogg Co., Battle Creek (corn flakes, Pep, etc.) 156 baseball broadcasts, thru N. W. Ayer & Sons Inc., N. Y.

WDRC, Hartford

Colt Shoe Co., Boston, 6 weekly *sa*, direct.
Johnson Educator Food Co., Boston (Educator biscuits), 7 weekly *sa*, thru John W. Queen, Boston.
General Baking Co., New York (Bond bread), 65 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Massachusetts Mutual Life Insurance Co., Springfield, 13 *t*, thru R. J. Potts Co., Kansas City.
Phoenix Mutual Life Inc., Springfield, Mass. (insurance), 26 *t*, thru Atherton & Currier Inc., N. Y.

WROL, Knoxville

Oertel Brewing Co., Louisville, 6 weekly *sp*, thru M. R. Kopmeyer Adv. Agency, Louisville.
BC Remedy Co., Durham, N. C. (proprietary), 7 weekly *sp*, thru Harvey-Massengale Co., Durham.
Ice Dealers Association, Atlanta (ice), 6 weekly *t*, thru Rawson - Morrill Co., Atlanta.
Atlantic Ice & Coal Co., Atlanta (Atlantic beer), weekly *sp*, 156 *sa*, thru Rawson-Morrill Co., Atlanta.

CFCF, Montreal

South African Government, (wine), 6 *sa*, thru A. McKim Ltd., Montreal, and United Radio Service of America, Montreal.
General Motors Products Ltd., Montreal, 3 daily *sa*, thru United Radio Service of America, Montreal.
Nu Enamel Co. of Canada, Montreal (paint), 3 weekly *sa*, thru United Radio Service of America, Montreal.

KDKA, Pittsburgh

E. L. Knowles Inc., Springfield, Mass. (proprietary), 91 *sa*, thru Deforest Merch. Bureau, Springfield.
Chicago Mail Order Co., Chicago, 24 *t*, thru Matteson - Fogarty - Jordan Co., Chicago.
Florida Citrus Commission, Tampa, 12 *sa*, thru Ruthrauff & Ryan, N. Y.
Household Finance Corp., Chicago, 312 *sp*, thru Chas. Daniel Frey Co., Chicago, Ill.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Good Luck Food Co., Rochester, 13 *sp*, thru Hughes, Wolff & Co., Rochester.
Campbell Cereal Co., Northfield, Minn., 78 *sp*, thru Mitchell - Faust Adv. Co., Chicago.
Bulova Watch Co., New York, 364 *sa*, thru Biow Co. Inc., N. Y.
General Electric Co., Bridgeport, Conn., 13 *t*, thru Maxon Inc., Detroit.
Standard Oil Co. of New Jersey, New York, 312 *sp*, thru Marschalk & Pratt Inc., N. Y.
Oneida Inc., New York, 36 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.

WKRC, Cincinnati

Great Atlantic & Pacific Tea Co., New York (coffee), 13 *sa* (tie-in), direct.
College Inn Food Products Co., Chicago (tomato juice), 6 weekly *sa*, thru Blackett - Sample - Hummert Inc., N. Y.
Cincinnati & Suburban Telephone Co., Cincinnati, daily *sa*, thru Japp-Orr, Cincinnati.
Oneida Community Ltd., Oneida, N. Y. (silverware), 100 *sa*, direct.
Reddi-Made Apple Co., Cincinnati (canned apples), 26 *sp*, direct.

WNAC, Boston

Snider Packing Co., Rochester (catsup), 39 *sa*, thru Stuart Hanford & Frohman Inc., Rochester.
Webster-Eisenlohr Inc., Philadelphia (Girard cigars), 2 weekly *t*, thru N. Y. Ayer & Son Inc., Philadelphia.

WGY, Schenectady

Bulova Watch Co., New York, 2 daily *sa*, thru Biow Co. Inc., N. Y.
Gardner Nursery Co., Osage, Ia. (seeds, plants), daily *t*, thru Northwest Radio Adv. Co., Seattle.

From Los Angeles Examiner

"I'll get the roast recipe on this set while you get the dessert on that one."

WLS, Chicago

Armand Co., Des Moines (cosmetics), 156 *t*, thru H. M. Kastor & Sons Adv. Co. Inc., Chicago.
Bernard Perfumers, St. Louis (Love Charm), 3 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Bayer-Semesan Co., Wilmington, Del. (seed inoculator), 12 *sa*, thru Thompson-Koch Co., Cincinnati.
Crazy Water Hotel Co., Chicago (Crazy Water Crystals), 156 *sa*, thru Rogers & Smith, Chicago.
Gardner Nursery Co., Osage, Ia. (plants), 18 *t*, thru Northwest Radio Adv. Co., Seattle.
Mentho - Kreoamo Co., Clinton, Ill. (proprietary), 174 *sa*, thru Beaumont & Hohman Inc., Chicago.
Murine Co., Chicago (eye wash), 234 *sa*, thru Neisser - Meyerhoff Inc., Chicago.
Servel Inc., Chicago (refrigerators), 26 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Zenith Radio Corp., Chicago (radio receivers), 72 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WBT, Charlotte, N. C.

Hartz Mountain Products Co., New York (birds, seed), 3 *sa*, direct.
Atlantic Ice & Coal Co., Atlanta (beer), 25 *sa*, thru Rawson-Morrill Inc., Atlanta.
Southern Bearings Parts Co., Charlotte (Norge refrigerators), 53 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Westinghouse Electric Supply Co., Atlanta (refrigerators), 52 *sa*, thru Fuller & Smith & Ross Inc., N. Y.

WMBH, Joplin, Mo.

Lee & Schiffer Inc., New York (Rolls razor), weekly *t*, thru Kimball, Hubbard & Powell Inc., N. Y.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Street & Finney Inc., N. Y.
Julian & Kokenge Co., Columbus (Footsaver shoes), 6 weekly *ta*, direct.
Washburn Crosby Co., Kansas City (chick ration), 6 weekly *sa*, direct.

WBZ-WBZA, Boston-Springfield

E. I. Dupont de Nemours & Co. Inc., Wilmington (paint), 2 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Zonite Products Corp., New York, *sa*, thru McCann-Erickson Inc., N. Y.
Detroit White Lead Works, Detroit (paint), daily *sa*, thru Simons-Michelson Co., Detroit.

WBNY, Buffalo

Lee & Schiffer Inc., New York (Rolls razor), weekly *t*, thru Kimball, Hubbard & Powell Inc., N. Y.
Rochester American, Rochester (American Weekly), weekly *t*, direct.
Child's Inc., New York (restaurants), 5 daily *sa*, direct.

WFAS, White Plains, N. Y.

McKesson & Robbins Inc., New York (Pursang tonic), daily *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Perma - Maid Co., Toledo (kitchen utensils), weekly *sp*, thru Karl A. Kopetzky.

KJBS, San Francisco

Lee & Schiffer Inc., New York (Rolls razor), weekly *t*, thru Kimball, Hubbard & Powel Inc., N. Y.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KGO, San Francisco

United States Rubber Products Inc., New York (tires), 3 weekly *sa*, thru Campbell-Ewald Co., N. Y.

WADC, Akron

McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 12 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

CKAC, Montreal

General Motors Products Ltd., Montreal, 2 daily *sa*, thru United Radio Service of America, Montreal.

AGENCIES AND REPRESENTATIVES

SLEININGER Inc., Chicago, station representatives, have opened a New York office at 350 Madison Ave., with Hibbard Ayer in charge, according to an announcement by C. L. Sleininger, president. Mr. Ayer has represented several chain and local stations in the New York area since 1933. He was formerly in the sales department of WSYR, Syracuse.

AUSTIN & ROSSITER Co. has been formed at 515 Madison Ave., New York, by Alvin Austin, who formerly conducted an agency under his own name, and Ralph Rossiter, recently with Reese, Rossiter & Co. Mr. Austin at one time was vice president of Biow Co. and active in radio. Mr. Rossiter at one time was with H. W. Kastor & Sons Adv. Co. Inc., New York office. H. Sumner Sternberg has joined the new firm as account executive.

GEARE-MARSTON Inc., New York and Philadelphia, and Riegel & Leffingwell Inc., New York, have combined their interests, with the former firm name to be continued. G. Frederick Riegel, president and treasurer of the latter agency, assumes an executive post with Geare-Marston. The agency also announced the addition of Thomas A. Doyle, formerly of Batten, Barton, Durstine & Osborn Inc., New York, as a member of its Philadelphia media staff.

J. CLEMENT BOYD, formerly with Frank Presbrey & Co. Inc., and W. I. Tracy Inc., has started his own agency under the name J. Clement Boyd Inc., with main office at 14 S. Park St., Montclair, N. J., and New York office at 205 E. 42d St.

OSBORNE B. BOND, radio director of the Joseph Katz Co., Baltimore, and Mrs. Bond became the parents of a 10-pound daughter born April 16 in Baltimore.

H. M. (Mix) DANCER, general manager of Henri, Hurst & McDonald Inc., Chicago, was elected chairman of the Western Council of the American Association of Advertising Agencies. He is also a member of the executive board. On May 11, with George A. Morrell, advertising director of John Morrell & Co., he sailed for London and a sojourn in Europe.

JOSEPH T. AINLEY, radio director of Leo Burnett Co., Inc., advertising agency in Chicago, was married April 27, to Betty Lou Gerson, NBC dramatic star. Mrs. Ainley, who had been in Hollywood recently as a star of the *First Nighter* programs, came to Chicago to be married in the Fourth Presbyterian Church. Mr. Ainley was formerly a member of the NBC, Chicago, production staff. They will make their home in Chicago.

RADIO ADVERTISING Corp., New York, a radio advertising agency, has announced the opening of branch offices in Albany, Chicago, and Los Angeles.

ERNEST HIX, executive of the Raymond R. Morgan Co., Hollywood radio agency, on May 4 became the father of a boy, named Junior.

T. RUSSELL PAULSON who has been acting manager of the Los Angeles office of J. Walter Thompson Co., has been appointed manager and will cooperate with the Hollywood radio unit of the organization, recently established.

A Local's Local Promotion

THREE hundred Washington taxicabs are carrying this sign over their spare tires in a local promotion campaign started by WOL, Washington 100-watter. William B. Dolph, WOL manager, at left, reports that one account already has been traced directly to this effort. To the right in this picture is Madeline Ensign, the station's program director. The deal with the Bell Cab Co. was described as an equivalent exchange, in which the company paid for the signs and rented the space to WOL for a period of four months in return for one 15-minute transcription program weekly.

HELEN STRAUSS has been named director of publicity for Benton & Bowles Inc., New York, succeeding Maurice F. Hanson, who has been assigned to serve on the General Foods account. Miss Strauss has been a member of the agency's publicity staff for a number of years. Vance Babb and Ruth Barry have announced their resignations from this department. Mr. Babb resigned to rejoin NBC.

HARRY KERR has been appointed director of the radio publicity department of J. Walter Thompson Co., New York, succeeding C. S. Swanson, who has been promoted to the radio production division, from which Herschell Williams resigned recently. Edward Gardner, radio producer, has been sent to Hollywood to handle the new Frank Fay-Royal Gelatin NBC program. George Faulkner, who has been working on the program, is to return to New York shortly.

KELSO NORMAN ORGANIZATION, San Francisco agency, has moved from the Russ Bldg. to larger quarters in the 26 O'Farrell St. Bldg., that city. Gerald J. Norton heads the radio department.

J. MALCOLM DEWEES, Pacific Coast manager of Kelly, Nason & Roosevelt Inc., with offices in the Monadnock Bldg., San Francisco, on May 1 was appointed a vice-president of the agency. Dewees, aged 30, is one of the youngest national advertising agency vice-presidents in the country.

MAURICE H. HYDE has discontinued his advertising agency in San Francisco to become advertising manager of the Downstairs Store of the Emporium, large department store in that city.

CARTER-THOMPSON Co., Philadelphia, has named Samuel Lewis as radio director.

WAIU, Columbus, has renewed its exclusive representation contract with Free, Johns & Field, Inc., effective May 1.

HERBERT H. FROST, at one time president of Radio Manufacturers Association, has been named merchandising and radio counsel of Ferry-Hanly Co., New York agency.

ROBERTS-DRAKE, Chicago agency, has moved to new and larger quarters at 500 W. Huron St., that city.

HUBBELL ROBINSON Jr., of the radio department of Young & Rubicam Inc., New York, was in Hollywood in early May on a talent hunt.

EXCEL-AIR Corp., New York, (air conditioning equipment) has appointed J. P. Muller & Co., New York, to handle its advertising which will include radio.

How YOU Can
Make MONEY out of
OIL
● Over a half million dollars a day is the income from oil alone in this field. Much of that money is spent in the Longview area covered by KFRO. Let this station be your spokesman and star salesman! Send for—
"THE STORY OF KFRO"
KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

NO SPIK INGLIS BUT LIKE MOOSIC!

Judging by quantity standards, Station WAVE coverage may not seem particularly big. But look: In our primary coverage area alone there are 830,080 people who buy 130,000,000 *dollars* worth of retail stuff annually. These people own their homes, speak English and buy their supplies out of stores instead of push-carts. And they like our N. B. C. programs—both music AND words!

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | KJR NBC-Blue

National Representatives — EDWARD PETRY & CO.

WHAT'S THE POINT
"Good Night Mother" Starts a Trivial Flurry

THE ISSUE of point-to-point communication over broadcasting, heard in the past in connection with "number racket" broadcasts, was raised spontaneously May 7 when an FCC attorney revealed to newsmen that John Charles Thomas violates the Radio Law when he tells his mother good night at the conclusion of program over the NBC Blue on Wednesdays. The story was that, by engaging in point-to-point communication, not only Thomas, but the stations broadcasting the program are liable to the penalties of the Act, covering a maximum of five years imprisonment or $5,000 fine or both.

Since there was no formal complaint, and not likely to be any, the FCC is taking no cognizance of the case. Mr. Thomas was reported as having said after hearing of the incident, that he would discontinue his broadcasting, rather than eliminate his "Good Night Mother" conclusion. His sponsor is William R. Warner Co. (Vince) and the agency is Cecil, Warwick & Cecil Inc. It is off for the summer.

THE Carnation Milk Co. program with the Edison Symphony Orchestra, conducted by Morgan L. Eastman, Chicago, originating at WENR, Chicago, celebrated its fourteenth anniversary of broadcasting May 10. This is said to be the oldest continuous sponsored program on the air.

"Happy Birthday, Kate!"

KATE SMITH being congratulated by William S. Paley, CBS president, on her 27th birthday and her fifth anniversary on the air May 4th in Washington, D. C. Kate returned to her home town to celebrate her double anniversary as the guest of the 1500 employes of the Washington unit of the Great Atlantic & Pacific Tea Co., her sponsors. She was given a civic and public reception and presented a two-hour show as her present to her hosts. Then she was the recipient of honors from the American Legion, the Jewish War Veterans and the American Red Cross. Mr. Paley spoke on behalf of CBS. John A. Hartford, president of A & P, presented Miss Smith with a 300-pound birthday cake. Kate stayed over after her party and presented the birthday cake to the Children's Hospital and her birthday flowers to veterans at Walter Reed Hospital. Tuesday evening also she presented the Boys' Club of Washington a substantial check to aid their campaign.

PROGRAM NOTES

WROK, Rockford, Ill., is remodeling studios and offices preparatory to going on full time June 15 after 13 years of part-time service. Commercial and production staffs are busy planning new features, with many program innovations scheduled. Among them will be more complete coverage of news, sports and local happenings.

KFAC, Los Angeles, on May 1 inaugurated the annual spelling bee for 14 Southern California High Schools for the fourth consecutive year. The prizes will include a year's scholarship, a gold medal and a loving cup for first place, with medals and cups to second and third place winners.

TWO NEW PAPERS have been added to WBIG's (Greensboro, N. C.) newspaper-sponsored program, *Our Neighbors*, the *Kernersville Keeler* and *Alamance Observer*. Both carry WBIG's programs. College papers from eight colleges carry WBIG's news each week.

DUKE POWER Co. is sponsoring the *Golden Quarter Hour*, featuring Dorothy Franklin Bird, at 12:30 p. m. thrice weekly over WBIG, Greensboro, N. C.

A NEW sustainer on WGAR, Cleveland, is *Camera Shots*, in which Graves Taylor answers questions on photographic topics.

WHO, Des Moines, is selling a booklet with pictures and statistical information on the *Iowa Barn Dance Frolic*, as well as data on the Iowa market and WHO as a whole, to listeners in large quantities. Free copies are available for agencies and clients. The booklet pays for itself.

DATA on the Cleveland market, presented in a folder titled *First Choice for Reaching America's Fifth Market at Lowest Cost* has been issued by WHK, Cleveland.

A SERIES of sustaining programs titled *Catholic Gems* dedicated to local Catholics, has been inaugurated by WORL, Boston. William Earle, vocalist uses as his theme, "Holy God We Praise Thy Name", written by His Eminence William, Cardinal O'Connell, of Boston.

A NEW program on KNX, Hollywood, *The Officer of the Day* two mornings a week for a half-hour period with Perry Wood, ex-naval aviator, at the microphone, is designed to interest members of the army, navy and marine corps with the program offered in commentary style for the layman. Information will also be included on aviation, merchant marine, coast guard, lighthouse service and legislation.

WSBT, South Bend, staged talent contests open to both amateurs and professionals, the only qualification being that contestants be employed. Julian Goldman's Peoples Store reports a satisfactory increase in business from the series, and mail response was 28,452 letters in six weeks.

KELD, El Dorado, Ark., has issued a colored brochure depicting its coverage in South Arkansas. Descriptive material of the market and KELD service are included.

OFFICIALS of WCCO, Minneapolis, are being called on frequently for lectures on radio. Earl H. Gammons, president, conducted a radio seminar at Hamline University. Mrs. Hayle C. Cavanor, production manager, spoke on radio writing to journalism students at the University of Minnesota. Mr. Gammons spoke on radio and politics at the University of Minnesota and later addressed business students on radio advertising. The University's advertising club will visit WCCO for a radio clinic. George Bliss, radio director of Batten, Barton, Durstine & Osborn Inc., Minneapolis, spoke on radio as seen from the agency standpoint. Several nearby colleges have held classes in the WCCO studios.

WLW and WSAI, Cincinnati, announce plans to broadcast direct from the stage of Radioland, one of the features of the Great Lakes Exposition, which will be held on Cleveland's lake front from June 27-Oct. 4. Daily broadcasts will also be carried from the orchestra shell on the Sherwin-Williams Plaza, where the Great Lakes Symphony Orchestra with 100 musicians will give concerts each evening. The company will also bring some of its own radio stars from Cincinnati to broadcast on non-commercial programs.

NEW on WHIO, Dayton, is *Teatime Topics*, with a string trio performing between discussions on subjects of interest to feminine listeners. The program was sold, produced, auditioned and presented within 24 hours, sponsors including a grocery chain, stove and refrigerator agencies. Another new program will be conducted by home demonstration agents in ten counties, appealing to housewives in rural communities.

WCAE, Pittsburgh, is creating good will and comment with a new local six-weekly program *Hello Neighbor*, each day saluting one of Pittsburgh's smaller neighbors in Pennsylvania, Ohio, West Virginia or Maryland. Guest artists from the various communities are selected by the town's own committee or civic body to appear at the studios of WCAE on the day of the salute broadcast for the town. Leading citizens also speak. Each program begins with a mythical parade through the main streets of the cities receiving tribute. Civic leaders are praised for outstanding patriotic accomplishments and most notable of historical events are related.

KNOX Co., Los Angeles (Cystex) in June will use the *Police Reporter* transcriptions on 2GB, Sydney, Australia. They will also continue the *Country Church of Hollywood* over the same station. The Reporter series is transcribed by Radio Release Ltd., and the church program by Radio Transcription Company of America.

Lipton Tea on NBC-Red

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea) on May 14 launched a new series of musical programs, featuring Ralph Kirbery, singer, with Al and Lee Reiser, two-piano team, over the basic NBC-Red network, Thursdays, 10:30-10:45 a. m. The sponsor has had the program on WJZ for the past few months and will continue on the station for an indefinite period, shifting May 11 to 7:45-8 p. m., for its Monday and Friday broadcasts. Frank Presbrey Co., New York, has the account.

Do You Know . . .

that by using WXYZ's Merchandising Service many manufacturers have introduced new products in Michigan Without Any Sales Expense

WXYZ and The Michigan Radio Network . . . with 8 Stations in Michigan's 8 Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all important distribution among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

WXYZ
N. B. C. Blue Network

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING . . . DETROIT

Wm. G. Rambeau Co., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

NBC advertisers will tell you that WPTF gives effective coverage in North Carolina and adjoining territory.
WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

An interesting folder and map of coverage in North Carolina and adjoining states awaits your request.
WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

This station serves 150,000 homes in North Carolina with "good measure" coverage in South Carolina and Virginia.
WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

HOLLAND FURNACE Co., Holland, Mich., on May 16 broadcasts one time only *Holland Tulip Festival* on four Mutual stations, Saturday, 3:15-3:30 p. m. Agency: Ruthrauff & Ryan Inc., Chicago.

PILLSBURY FLOUR MILLS Co., Minneapolis on June 1 starts *Today's Children* on 36 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

MANHATTAN SOAP Co., New York on June 3 starts *Wife Saver* on 16 NBC-Red stations, Wed. & Fri., 11:30-11:45 p. m. Agency: Peck Adv. Agency, N. Y.

ISOLA LITHOGRAPHING Co., New York (sacred pictures) on May 3 starts *Ave Maria Hour* on 2 Mutual stations (WOR, CKLW), Sundays, 4-4:45 p. m. Agency: James R. Flanagan, N. Y.

CLAIROL Inc., New York (oil shampoo tint) on April 30 started for 52 weeks *Women in the Headlines* on 2 NBC-KPO stations Thursdays, 5:00-5:15 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

Network Renewals

CROWN OVERALL MFG. Co., Cincinnati (Crown overalls) on May 14 renews *Pleasant Valley Frolics* on Mutual network (WLW, WOR, WGN), Thursdays, 7:45-8 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

UNITED STATES TOBACCO Co., New York (Dill's Best and Model smoking tobacco) on June 1 renews *Pick & Pat* on 53 CBS stations, Mondays, 8:30-9 p. m., with rebroadcast at 11:30-12 p. m. Agency: Arthur Kudner Inc., N. Y.

B. T. BABBITT Inc., New York (Bab-O cleanser) on May 25, renews *David Harum* on 20 NBC-Blue network stations, Mondays through Fridays, 1045-11 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, on June 1 renews *Voice of Firestone* on 68 NBC-Red stations, Mondays, 8:30-9 p. m., repeat at 11:30 p. m. Agency: Sweeney & James Co., Cleveland.

Network Change

STERLING PRODUCTS Inc., New York (Phillips Magnesia toothpaste) shifts debut of the *Melodiana* on NBC-Blue network to May 25, 8:30-9 p. m.

Lysol Sponsors Drama

LEHN & FINK PRODUCTS Corp., Bloomfield, N. J. (Lysol) on May 4, took over sponsorship of *The Life of Mary Sothern* heard on an independent network of four stations, originating at WLW. WLW, WGAR and WCAE take the program at 4:15-4:30 p. m. (EST) with repeat for WGN at 12:15-12:30 p. m. (EST). Program is broadcast five days a week, Mondays through Fridays. Heretofore the program had been under the sponsorship of another Lehn & Fink product, Hinds Honey & Almond Cream. Lennen & Mitchell Inc., New York, has the Lysol account.

The Nation's Leading Radio Advertisers Regularly Use
WPTF RALEIGH NORTH CAROLINA
for effective coverage of
NORTH CAROLINA

Hearing to Effect Broadcast Future

Technical Data to Guide FCC On Television, Says Prall

THE FCC should not "put any obstacle in the way of television's logical, evolutionary development and ultimate application to the service of the public," Chairman Anning S. Prall stated May 5 at a dinner held in Washington by the International Communications Committee.

The June 15 technical hearings, he said, is deemed important by the FCC "because, for the first time in history, the Government and private enterprise have an opportunity for cooperative planning and the avoiding of economic pitfalls, which by reason of lack of intelligent planning, might occur."

Effect on Industry

ALSO at the technical hearings, Mr. Prall added, the FCC has still another chance to do something that never has been done before in the communications field, namely, "to consider the effect of future technical development upon present business enterprise. By this I mean that we may be able to foresee trends and the possible effect upon existing industries.

"As a concrete example, what effect, if any, would successful television have upon the existing broadcast industry, both from manufacturing and operating standpoints; also what would be the probable effect of successful television upon the motion picture industry; and again, what effect would successful facsimile have upon the newspaper industry.

"At this time I do not wish to infer that there will be any detrimental effect. It may be entirely probable that we will find that the effect will be most beneficial. In any event, at the June 15 hearing we should be able to tell better how to provide for whatever effects these developments may have."

Sponsors Holland Festival

HOLLAND FURNACE Co., Holland, Mich., is sponsoring a description of the famous Holland Tulip Festival on Mutual, May 16, 3-3:30 p. m. The first 15 minutes will be commercial with the remainder as a Mutual sustaining feature. Holland Furnace Co. will pay wire charges for the entire half-hour. Engineering details will be handled by WGN, Chicago, which is to assign the announcer. The festival runs from May 16-24. Ruthrauff & Ryan Inc., Chicago, placed the account.

For effective coverage of
NORTH CAROLINA
WPTF RALEIGH NORTH CAROLINA
Represented by Free, Johns & Field Inc.
Write for WPTF folder and map

Over 150,000 Homes in
NORTH CAROLINA
Await your message over
WPTF RALEIGH NORTH CAROLINA

John M. Lassing, Agent
The Pure Oil Company of Tennessee

"Campaign Tremendous Success" Says Pure Oil Agent

When dealers grow enthusiastic about the results of a radio campaign it isn't hard to find the reason. *They see a marked increase in their daily business returns.* And this is what Mr. Lassing, Agent of the Pure Oil Company of Tennessee, has to say about dealer reaction to the Pure Oil campaign over WSM:

"After checking results thus far we can safely say that the current Pure Oil Campaign over WSM is a tremendous success throughout our entire territory. Our dealers are for this radio campaign one hundred per cent. And after all the dealers know what brings them in and what sells them."

Ask your dealers and jobbers about WSM's sales influence in the South.

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

CONSIDER-

Mr. Advertiser:

NORTHERN NEW JERSEY

NORTHERN New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston
St. Louis
Pittsburgh

all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells! . . .

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for *you*.

WE HAVE THE FACTS

For instance, take:

CASE HISTORY #7

Nationally-known packers of Bottled Fruit Juice —offered menu chart—limited one to a family. Only 2,000 charts were made available for distribution—yet eight, two minute "plugs" brought 2,157 letters containing labels from his product.

CASE HISTORY #12

Manufacturer of hair preparation received 1,850 requests for Booklet on care of the hair—after twelve one minute "plugs". Close follow up on one thousand listeners who received booklet, showed 535 had purchased his product—300 intended to purchase—29 couldn't afford it—46 did not respond to follow up.

CASE HISTORY #19

Local retailer with seven stores, using WAAT exclusively, showed $30,000 gross increase in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

940 KC
WAAT

Jersey City, Northern New Jersey

Advisory Council Of NBC Informed Of 1935 Progress

Promotion of Public Welfare And World Peace Reviewed

NBC progress during 1935 was reviewed at a meeting of the network's Advisory Council, held early in May, in a joint report by M. H. Aylesworth, board vice chairman and former president, and Lenox R. Lohr, present NBC president. Concrete advances in all phases of radio were received, particularly in education, public affairs, music, religion, news dissemination, advancement of speech and rural programs.

The network's position on the controversial problem of political broadcasts was stated in this fashion: "The discussion of politics likewise deserves some separation due to the different light shed on the subject before and after nominating conventions have selected candidates for office.

"Until the National Conventions of the various parties take place, it is necessary for us to make that separation clear and distinct. With the facilities at our command we endeavor before such conventions to present as fairly as is humanly possible both sides of public issues discussed in and out of Congress or of State legislatures or even city assemblies.

"After the nominating conventions, we adhere to the same rule with this exception—that we allocate and sell time to political organizations or candidates who wish to use it for reaching the people.

"This policy, in contrast to other countries where political discussion is limited either to relatively few hours divided according to party strength or simply to one party, as is the case in totalitarian states, brings out again the principle of freedom under the American system, found nowhere else in the world."

"During the year the question of freedom of the air or the use of broadcast facilities for the free expression of opinion has again become a matter of deep concern," it was stated. "Those who demand unlimited 'freedom' must not forget that their very demands for such a privilege may result in an abuse of license which may bring undesirable restriction . . . Among all the countries of the world freedom of speech by radio is less restricted in the United States than elsewhere. By its wise use and not its abuse, it will remain so."

International Good-will

THE report referred at length to the work done by the NBC in promoting international good-will during the past year. This was done through the re-broadcast of foreign programs and the re-broadcast in Europe of special programs from America—all designed to provide a better understanding of foreign peoples.

Alluding to the radio as a powerful instrument of peace, the report said:

"Radio broadcasting has notably served the people of the United States in awakening their interests and loyalty to their fellowmen and country. Whether in the crowded city, the countryside or on the seacoasts of the Atlantic and the Pacific, people have been drawn closely together in friendly relationship and with a better understanding of their common problems and great opportunities in this peaceful and promising land.

"Fortunately, radio broadcasting extends beyond the boundaries of our peaceful country into the great world of other peoples. The voices of great statesmen call for peace. The music of all countries comes more and more into the homes of the people of the entire world with the harmony of human understanding."

Members of the Advisory Council who attended the meeting were: Owen D. Young, chairman; Newton D. Baker, Ada Comstock, Walter Damrosch, Francis D. Farrell, James G. Harbord, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Mr. Sarnoff and Felix M. Warburg. Paul D. Cravath, Henry Sloan Coffin, Robert M. Hutchins, Elihu Root, John W. Davis, and William Green, were unable to attend the meeting.

Kipke Seeks Station

HARRY KIPKE, former All-American football star, and football coach of University of Michigan, on May 12 filed with the FCC an application for a new broadcasting station at Ann Arbor, Mich., where the university is located. He asked for assignment on 630 kc., daytime only with 250 watts. It is presumed the station, if licensed, would be operated privately but would be associated with Michigan athletic and school activities.

Uvalde C. of C. Refused Mexican Program Grant

FURTHER indication of the FCC campaign to block operations of so-called "renegade" border stations was given May 5 when the Broadcast Division denied the application of the Chamber of Commerce of Uvalde, Tex., to transmit special programs by remote control over XEPN, Piedras, Negras, Mex., for a two-day period.

That there will be increased activity of Mexican border stations this year was indicated in a report of the International Broadcasting Union, in Berne, that Mexican authorities had notified it of the building of eight additional stations for 1936. Among these was one listed at 150,000 watts at Villa Acuna, across from Del Rio, Tex., on 630 kc., a channel shared between Canada and the United States. XER is the station with which Dr. John R. Brinkley has been identified, and is listed now as operating on 840 kc. with 75,000 watts. The other five stations are listed for interior assignment with comparatively low power except for XEQ at Matamorow, which is listed with 5,000 on 1010 kc.

WE HAVE THIS MAN'S EAR

• Here is a big ear for news of the products you have to sell — and a big purse with which to buy. It's the ear of the KMA Country. First in fertile lands and farm income, the KMA Country is tuned to KMA by a listening habit of over ten years. It is reached effectively by no other medium. KMA has the confidence of its two million farm and small town people. KMA will win this market for you. Every assistance in carrying out merchandising campaigns. Write for complete details.

Plant Your Sales Story Where Results GROW!

KMA
SHENANDOAH
IOWA
930 KILOCYCLES · 2500 WATTS

The KMA COUNTRY
A great area in the corner of 4 of the nation's leading agricultural states.

WILSON-DALTON-ROBERTSON · Kansas City · Chicago · New York

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*

Speak to Twice As Many Prospects

During June, July and August the population in Asheville and Western Carolina more than doubles! Tourists — free-spenders— are here by the thousands! WWNC is the sole blanket radio coverage of this live, summer market. Let's plan your campaign, NOW!

Review of KVOS Ruling Opposed in A.P. Brief

DENIAL of the plea for review of the decision of the lower court granting an injunction against KVOS, Bellingham, Wash., for alleged "pirating" of news was urged upon the U. S. Supreme Court May 5 in a brief filed by the Associated Press, respondent in the original action.

After winning in the Federal District Court in Seattle, KVOS suffered a defeat when the Circuit Court of Appeals in San Francisco, reversed the lower court and held that broadcasting stations have no right to broadcast Associated Press dispatches published in its member newspapers, once they are printed and distributed. On April 7, KVOS, through attorneys Clarence C. Dill, former Senator, Kenneth C. Davis, of Seattle and William H. Pemberton, of Bellingham, asked the Supreme Court to grant a writ of certiorari, to review the decision of the appeals court.

Under Supreme Court procedure it will announce, presumably prior to the summer recess, whether it will accept the petition for review. Should it accept jurisdiction, arguments will be heard at the next term of the court in October.

NBC Socialist Broadcasts

NBC will stage four broadcasts from the National Socialist Convention, starting May 23 at Cleveland. Announcing and engineering details will be handled by the staff of WTAM, Cleveland. Two broadcasts will be carried on the Red network and two on the Blue.

For Doubleheaders

HARVARD BREWING Co., Lowell, Mass., is sponsoring quarter - hour transcription programs between all doubleheader baseball games of the Boston major league teams on WNAC, WFEA, WLBZ, WORC, WLLH and WNBH. General Mills and Socony-Vacuum Oil Co. sponsor Boston games on alternative days. Charles W. Hoyt Adv. Agency, New York, is the agency.

KFEQ Newspaper Operated

WITH the purchase of a substantial stock interest in KFEQ, St. Joseph, Mo., by the St. Joseph *News-Press* and *Gazette*, the station has appointed Mitchell, Ruddell & Rudden Inc., newspaper representatives in New York, Chicago and Kansas City, to represent it, and now becomes newspaper operated. The former manager of the station, John L. Scroggin, has been succeeded by S. R. Douglas as vice president of KFEQ Inc. Other officers are Barton Pitts, president and treasurer and also station manager, and Beverely Pitts, secretary. Station personnel and policies remain the same, but the newspaper has taken over all newscasts. Control of the station was not involved in the transaction, since only Mr. Scroggin's minority interest was purchased.

THE *Elgin Revue* sponsored on an NBC-Red network will move from Chicago to New York May 26.

RESULTS MEAN RENEWALS

For the third consecutive time, WBAL broadcasts Baltimore's longest commercial program (4 hours).

"PREAKNESS DAY" RACES FROM WBAL!

Listeners will enjoy ALL THE RACES of "Preakness Day" and splendid studio presentations.

IT'S WBAL'S THIRD COMMERCIAL PIMLICO BROADCAST FOR THE AMERICAN OIL CO.

RESULTS BRING RENEWALS

WHEN YOU BUY WBAL
YOU SELL MARYLAND

1060 kcs. **WBAL** 10,000 Watts

BALTIMORE

National Representative

Hearst Radio

NEW YORK
CHICAGO
SAN FRANCISCO

KFAB PIONEERS AGAIN WITH

"CROSSROADS of THE NATION"

AN ENTIRELY DIFFERENT DAILY RADIO PROGRAM

Every day, by Car—Train—Bus and Airplane, hundreds of cross-country travellers pass through Omaha—The Crossroads of The Nation. And for 15 minutes every day, from Union station, bus depot, airport and highway—KFAB interviews these travellers in a perfectly timed, four-point remote control broadcast.

Ready to Start

MUNICIPAL AIRPORT

"Yes, this is my fifth trip cross-country by air. I am from New York."

OMAHA BUS DEPOT

"I've come all the way from Mexico by bus—and going on to Canada."

Introducing the Travellers of a Nation to the Radio Listeners of the Middle-west.

Ten Announcers and Engineers Take Part Every Day in This New KFAB Feature Program.

THE UNION STATION

"This is my first trip through Omaha and here I am met by a mike."

MISSOURI RIVER BRIDGE

"Just driving the family out west for a little vacation trip."

The "Crossroads" Crew

KFAB

OMAHA — LINCOLN

KOIL Omaha-Council Bluffs

KFOR Lincoln

CENTRAL STATES BROADCASTING SYSTEM

THIS NOTICE CONCERNS STATION MANAGERS

At political time rates one or both political clubs in your field of coverage may sponsor the following campaign plan.

Congressional candidates now in Congress desiring an early start will make Electrical Transcriptions through our facilities for release through stations located in their home districts.

These transcriptions are on *NO SCRATCH*, Black Acetate; available to the clubs free of charge in most instances.

Time limitations on this type of business make it advisable to act at once.

U. S. RECORDING CO.
633-635 Earle Building
Washington, D. C.

TRANSCRIPTIONS

STANDARD RADIO Inc., Hollywood transcription firm, early in May transcribed 50 additional titles of the *Sons of the Pioneers* available to subscribers to this series. On May 10 they began to record a series of 39 three-minute comics known as *Oscar & Elmer*, to be used as straight three-minute programs or as five-minute spots by using theme music and commercials. The series will be distributed independently of the regular Standard transcription library service.

FIRST annual sales institute of Universal Microphone Co., Inglewood, Cal., will be held June 4-7 for its factory representatives. Instruction will include having each representative assemble a complete microphone and recording on instantaneous discs.

FENTON EARNSHAW, who went to London six months ago to establish a London office for Earnshaw Radio Productions, Hollywood transcription firm, arrived in Montreal early in May on his return to Hollywood. He will spend six weeks visiting stations before finally arriving in the West. William Betting, sales manager of the firm, left early in May on a business trip through Arizona, Texas, Oklahoma, Kansas and Nebraska.

KEN HALL, 150 Regent St., London W 1, has been appointed London representative for Earnshaw Radio Productions, Hollywood transcription company.

EUGENE DURUE, sound engineer with Associated Cinema, Hollywood, has returned from a three-month trip to Paris where he studied sound on film for radio purposes. Mark L. Gerstle Jr., son of the president of Associated, was seriously injured recently in a plane accident. E. E. Brown, formerly with De Soto Motors in the East, on May 1 became general sales manager of Associated.

Radio Aids Police

THAT radio is proving its value in the Chicago traffic court is evidenced in a report issued to the effect that in 1934 some 25,000 traffic violators ignored arrest or had their police tickets "fixed" by small time politicians. In 1935 ticket fixing was wiped out. Only 6,430 violators attempted to evade trial — an 80% reduction, and traffic fines collected by the city increased $100,488. On May 4, WBBM, Chicago, resumed the Monday night traffic court broadcasts, 7:00 to 7:30 p. m. EST. This announcement was made by Judge John Gutknecht, who has broadcast actual trials of traffic violators for 18 months. The Monday broadcasts are in addition to the regular daytime schedule, 10:15 to 10:30 a. m. EST.

MACGREGOR & SOLLIE, transcription company, which on May 1 moved its headquarters and recording studios to Los Angeles, through retaining a skeleton organization in San Francisco, next month will start enlargement of its extensive new quarters at 729 S. Western Ave., Los Angeles. The improvements will include an extension of the mezzanine floor with new offices and clerical space.

ELECTRO-VOX Recording Studios, Los Angeles, on May 15 moved to 5546-8 Melrose Ave., Hollywood, opposite the new NBC studios, and will continue to make air checks on instantaneous discs and produce transcriptions.

C. C. McINTOSH, office manager for R. U. McIntosh & Associates, Los Angeles transcription firm, resigned May 5 and left for Houston, Texas, to enter the general advertising field.

WDRC Opens Studios

WDRC, Hartford, CBS-outlet, on May 16 will dedicate its new studios located atop the Hartford-Connecticut Trust Co., one of the city's tallest buildings. The entire plant, from transmitter to studios is entirely modern, with the installations supervised by WDRC and CBS architects and engineers. The station was licensed in 1922 and is the oldest existing outlet in the state. Transmitter and control room are latest high-fidelity Western Electric, and WE "eight ball" microphones have been installed. Opening of the studios climaxes a complete program of reconstruction which began with the installation of the 5,000-watt WE transmitter and a 300-foot steel radiator.

Sweetheart Soap on NBC

MANHATTAN SOAP Co., New York (Sweetheart soap) will begin a new series of household hints titled *Wife Saver* over 16 NBC-Red stations on June 3, 11:30-11:45 a. m., Wednesdays and Fridays. Program is signed for 52 weeks. Peck Adv. Agency Inc., New York, placed the account.

WOL

The ONLY station in the Nation's Capital carrying *Department Store Programs.*

WASHINGTON, D. C.

RADIO ADVERTISERS

GENERAL BAKING Co., New York (Bond bread) makes up lists, including radio, in June and January. Batten, Barton, Durstine & Osborn Inc., New York, is agency. Appropriation, $1,000,000.

WM. G. BELL Co., Boston (seasoning) makes up lists, including radio, in June. Churchill-Hall Inc., New York, is agency.

MACK TRUCKS Inc., New York, makes up lists, including radio, in June. Agency is McCann-Erickson Inc., New York.

K. A. HUGHES Co., Boston (proprietary) has placed its account with Wylie B. Jones Adv. Agency, N. Y.

GLAME Inc., New York, is advertising through Franklin Bruck Adv. Agency, that city.

McCOY'S PRODUCTS Inc., New York, has named Wylie B. Jones Adv. Agency, New York, as agency for its Vannay reducing tablets.

FARMER SEED & NURSERY Co., Faribault, Minn., is placing its account through Klau-Van Pietersom-Dunlap Associates, Milwaukee.

AMERICAN GAS ASSN., New York, has appointed McCann-Erickson Inc., New York, to service its account.

HUMBOLDT MALT & BREWING Co., Eureka, Cal., has appointed J. Walter Thompson Co., San Francisco, to service its account.

ANTROL LABORATORIES, Los Angeles, has selected J. Walter Thompson Co., Los Angeles, as its agency.

PASADENA PRODUCTS CO. Inc., Pasadena, has shifted its account to John F. Roberts & Associates, Los Angeles.

CERTIFIED Master Shoe Rebuilders Assn., Boston, has appointed Frank E. Dodge & Co., Inc., Providence, R. I., to handle its advertising.

RIESER Co. Inc., New York (Venida hair beautifiers, etc.) has appointed Franklin Bruck Adv. Corp., New York, to handle its advertising.

HULBURT'S FRUIT PRODUCTS Inc., New York (orange juice) has placed its advertising with Hirsch-Turpen Inc., N. Y.

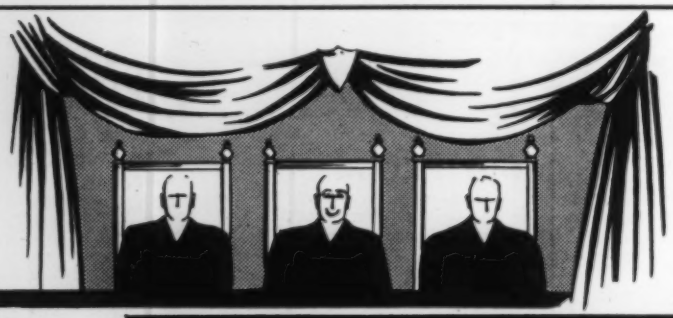
KAY DIRECTED ADVERTISING, San Francisco, has moved from the Russ Bldg. to larger quarters at 155 Sansome Street, that city, and changed its name to S. L. Kay Inc.

STANLEY RESOR, president of the J. Walter Thompson Co., New York, on the West Coast to inspect the agency's enlarged Hollywood radio production unit, spent several days in San Francisco early this month conferring with R. Lynn Baker, vice-president in charge of the Pacific Coast offices. With him was Henry M. Stevens, vice-president of the agency, from New York. The new Hollywood office, which is housed in its own building, has 27 employes engaged exclusively in the production of radio programs.

CHARLES E. MORIN, formerly account exeutive of KFRC, San Francisco, has been appointed manager in that city of the Northern California offices of Package Adv. Corp., New York (Lyon Tissue Booklets), which have been established in the Hearst Building.

IDE PACKING Co., Oakland, Cal. (mayonnaise), thru Ryder & Ingram Inc., Oakland, is conducting a Pacific Coast campaign, and along with newspapers is using spot announcements on KLX, KWG and KERN.

A SPECIAL eight-page section in the *Memphis Press-Scimitar* on April 25 was devoted to the dedication of the new WREC, CBS outlet in that city, on the following day. Head of station is Hoyt B. Wooten, its president and founder.



GOVERN YOUR SALES WITH THE

***** MISSOURI TRIUMVIRATE**

Local, national and regional radio advertisers are keeping their sales on the UP in Missouri by governing their sales with radio advertising on these three stations.

Our present advertisers have a definite judgment advantage in that they have felt the "pull" of the "Missouri Triumvirate". They realize that it isn't possible to secure maximum results without using a schedule on these three stations.

FOR RATES AND COVERAGE DATA WRITE ANY STATION LISTED BELOW

KWTO-KGBX • KCMO • WTMV

SPRINGFIELD, MO. • KANSAS CITY, MO. • E. ST. LOUIS

IRE Awards Medal

PRELIMINARY to its 1936 convention, which was held in the Hotel Statler, Cleveland, May 11 to 13, the Institute of Radio Engineers announced the award of its 1936 Medal of Honor to Dr. George A. Campbell, recently retired Bell Laboratories engineer and inventor of the electrical wave filter. The medal was presented at the convention banquet May 12. In the past it has been awarded to such distinguished radio scientists as E. H. Armstrong, E. F. W. Alexanderson, Guglielmo Marconi, R. A. Fessenden, Lee DeForest, John Stone, Michael I. Pupin, G. W. Pickard, L. W. Austin, J. Zenneck, G. W. Pierce, P. O. Pedersen, G. E. Ferrie, A. E. Kennelly, J. A. Fleming, Capt. S. C. Hooper and B. Van der Pol.

All in the Family

HAROLD GIBNEY, NBC announcer in San Francisco, was married only three months when he discovered that his wife was his stepsister. It happened like this: Gibney's mother, an attractive widow, met Mrs. Gibney's father, a widower—and a romance ensued. The pair were married three months after Harold's wedding. Now Harold's mother is also his mother-in-law; his father-in-law is also his step-father. In fact the in-law problem in the Gibney family is a very complicated affair, according to Harold.

THE COMPLETE STORY

On the South's finest market is now complete and on file with our representatives:

HIBBARD AYER
NEW YORK

A. T. SEARS & SON
CHICAGO

●

WSOC Charlotte, N. C.

Dairy to Use Radio

SAMBO DAIRY PRODUCTS Co., Brooklyn, plans to use radio during the summer in the interest of their prepared chocolate drink in glass bottles for home use. In the past it has been sold through soda fountains but this year also will be distributed to the grocery trade. No definite media plans will be made until June. W. I. Tracy Inc., New York, has the account.

RCA Quarterly Income

NET PROFIT of $1,286,691 was earned during the first quarter of 1936, David Sarnoff, RCA president, announced May 2, a decline from the 1935 figure which amounted to $1,292,649. Surplus as of March 31 was $13,256,642 as against $10,185,638 in 1935.

FTC Radio Cases

(*Continued from page 7*)

mission commenced this character of scrutiny on July 1, 1934," he began. Prior to that time the Commission did not undertake to handle radio advertising unless they received a formal application complaining from some source. Then it was a difficult situation to handle because somebody would write in that a certain advertisement had gone over, and they would undertake to recite it, and then we would have difficulty in getting it accurately.

"In the meantime, the Commission was receiving a good deal of complaint for not scrutinizing radio advertising more. As you know, there has been a tremendous development in the radio broadcasting field. When you remember that the first broadcast license was issued in 1921, and that was only an experimental license, you have some conception of the marvelous growth in broadcasting, and in the public interest, including radio advertising over the radio.

"The newspapers particularly complained that they had no objection to our scrutinizing newspaper advertising, but they thought the same thing ought to be done with respect to radio. We were criticized in the Senate, and otherwise, for it.

Requested by Stations

"SO FINALLY we had a conference with the radio executives, and they wanted us to do it. They took the position that all of the better-class radio stations and the broadcasting associations did not want to broadcast false and misleading advertising, that they realized that their asset was based on the confidence of the listening public, that they wanted to retain it, and wanted us to help to do it.

"The National Association of Broadcasters sent out communications to all industry asking them to comply with this request. We have had 100% cooperation from them all down the line."

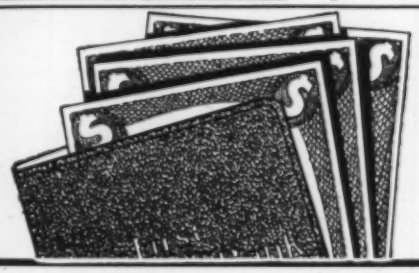
Referring to the recent FTC action in ceasing the practice of sending stations a waiver to sign in each case where an advertiser agreed to revise its claims, Mr. Davis said:

"We were so busy that we announced that we were going to suspend sending these waivers to the radio stations, and the radio stations registered quite a kick on that. We have sent them notice every time, but not the formal waiver, and yet they kick on our stopping the waiver they had signed."

At the time the FTC stopped sending formal waivers to stations, no explanation could be obtained at the Commission although it was reported that newspapers had protested against the practice alleging possible interference with freedom of the press.

Isola on Mutual

ISOLA LITHOGRAPHING Co., New York (religious pictures) on May 3 began a new series of dramatized programs on the lives of the Saints over two Mutual stations (WOR, CKLW) 4-4:45 p. m. Program is signed for 13 weeks. J. R. Flanagan Adv. Agency, New York, has the account.



NEBRASKA
has the "Jack!"

Nebraska tops all the other important agricultural states in Farm Income, Per Capita!

Nebraska is near the top of all states in Per Capita Wealth!

That's why national advertisers, by scores, continue to report — "Our spot radio schedules show Nebraska is high for results — low for inquiry cost!"

May we send you complete facts about the rich Nebraska market — and proof of radio's remarkable pulling power in this state? Write the association office or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr., and Co. Bluffs, Ia.	KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr.	KGBZ York, Nebr.	KGFW Kearney, Nebr.
WJAG Norfolk, Nebr.	KMMJ Clay Center, Nebr.	KGNF North Platte, Nebr.

'NO, THANKS, WE'VE A DATE WITH KEX'

Today—KEX, Oregon's most powerful Radio Station, vies with her sister, KGW, for the "ears" of local listeners!

Because, today, KEX now carries the entire selection of NBC Blue Network programs, plus a wide range of the finest local productions, produced by our experienced and competent production and talent staffs.

KEX has the finest program facilities for producing studio programs of every description—and one may always listen to an outstanding "local" show every night. Here are a few locally produced programs that cause many "stay-at-homes" on the nights they're broadcast:

1. Homicide Squad
2. Covered Wagon Days
3. Everybody Sing
4. Blue Flame Review
5. Hands of Lightning
6. Oregonian on Review

And there are many, many more!

MORE EARS FOR YOUR MONEY in this "AIR-EA"

If you're seeking a "test" program or spot announcements—in a market where per capita wealth and buying power is nearly a third more than the national average—write us today!

KEX
5000 WATTS—1180 K.C.
RADIO SERVICE OF THE OREGONIAN
PORTLAND, OREGON
The ONLY station in Oregon operating on a clear channel

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco.

KGW
NBC Red Network—operating on 620 K.C.: 5000 watts D.T. 1000 watts N.T. The pioneer station of the Pacific Northwest—operating on full time schedule.

General Mills Series

GENERAL MILLS Inc., Minneapolis, on June 1 will start its new *Gold Medal Hour* on a CBS network, Mondays thru Fridays, 10-11 a. m. The program each day will provide an hour of entertainment and household helps. A clinic for discussion of radio problems will be included. Other features will be domestic science tips, religious and choral music, drama and musical drama. Blackett-Sample-Hummert Inc., Chicago, is the agency.

New KDKA Radiator

KDKA, Pittsburgh, will operate from a new vertical radiator, order for which has been placed by Westinghouse Electric & Mfg. Co. with Truscon Steel Co., Youngstown. The new radiator will consist of a slender triangular steel mast with two sets of guys and will be 710 feet high. The entire weight will be supported on a single Westinghouse porcelain insulator 18 inches in diameter. The tower will be broken by insulators at the halfway mark, permitting its operation as a half-wave doublet. Similar radiators, but much smaller, have been used since 1923 by Westinghouse shortwave stations.

'Original' Aunt Jemima Gets $115,000 Verdict

TESS GARDELLA, popularly known as Aunt Jemima, was awarded a verdict of $115,000 by a jury in U. S. District Court in Brooklyn with Judge Matthew T. Abruzzo presiding. The defendants were NBC, General Foods Corp., and Log Cabin Products Co., a subsidiary of General Foods. The action was an outgrowth of the Log Cabin syrup program on NBC last fall. The plaintiff claimed the sponsor offered her a contract to broadcast on the program but differed as to salary. The sponsor, the complaint continued, put the show on the air nevertheless with another singer taking the role of Aunt Jemima. The plaintiff further claimed that her professional reputation was injured by the performance of the substitute.

This is the first suit of the type to be tried in this country. The defendants in their presentation traced Aunt Jemima's back beyond 1878. They had a witness in court that testified as to the above date.

As BROADCASTING went to press the defendants were before the court asking for a motion to set aside the verdict as being excessive and against the weight of evidence. The defense attorney also stated that if the motion is not granted an appeal will be taken or a new trial asked.

MARTIN GOSCH, formerly publicity director of WFIL, Philadelphia, has joined the performing rights licensing division of Warner Bros. music companies.

NO SPICK ENGLISH

Italian Program Gets a Gratis Newspaper Boost

WPRO, Providence, R. I., awoke one morning last week and rubbed its eyes in amazement mingled with glee. On the front page of the local morning newspaper was the story of a parade of 5,000 Italian citizens, whooping it up for Mussolini and the capture of the Ethiopian capital.

The celebration occurred the night before. The newspaper stated that the "only official announcement of the demonstration was given at 5:30 o'clock by radio in the Italian language." WPRO knew all along that Italians were listening to their daily language program at 5:30 o'clock, but was surprised that 5,000 would respond to the drum-beating announcement over the air, in so short a time.

LAUNDRIES RENEW JOINT PROMOTION

A NATIONWIDE radio series sponsored by the laundry industry is only a matter of time, judging by the growing number of local laundry programs, J. M. Thacker, president of *Laundry Age*, told the 17th annual convention of the New Jersey Laundry-owners Association May 1 at Atlantic City.

The Association, which has just renewed its successful series on WOR, Newark, was complimented on the radio series program by Joseph E. Hanson, executive vice president of Frank Presbrey Co., New York agency. Acceptance for laundry service is being created, he said, which would be of incalculable value from a dollar-and-cents standpoint. Association members do about 80% of the laundry business in New Jersey.

Mr. Hanson described radio as a vital factor in daily life. Referring to the political campaigns, he said that the future of the nation depends on radio and predicted broadcasting will have its biggest summer in history this summer. The Presbrey agency handles the Association's account.

WSPD, Toledo, has started an autograph book for famous personalities who broadcast from the station.

Network Programs Listed For Great Lakes Exhibit

TOP RANK programs of the networks will step into the festivities of Cleveland's Great Lakes Exposition this summer to broadcast from the "world's largest studio." Line charges and pick-up costs are being absorbed through a blanket agreement between the Exposition and NBC, CBS and Mutual networks. Cleveland's stations, WTAM, WHK, WGAR and WJAY will cooperate, providing features daily.

Among the programs already set down for definite dates are Fibber McGee & Molly, July 6; Irene Rich, July 7; Uncle Ezra and his 5-watter, July 13; Paul Whiteman, Sept. 6; Popeye, opening Wheatena's fall and winter series, during the week of Sept. 7; Ray Perkins, broadcasting regularly for Sohio starting ten days before the opening and continuing thru the 100 days; Louis Rich, appearing regularly, and Angelo Vitale.

Tribute to Willson

MEREDITH WILLSON, NBC western division musical director, has dedicated his newest composition *Symphony No. 1 in F Minor* to Lew S. Frost, NBC western division program manager, and Frederick W. Pabst, northern California general manager of the Don Lee network, both of San Francisco. Willson as guest conductor with the San Francisco Symphony Orchestra at an afternoon concert in the War Memorial Opera House in that city recently, presented the composition for the first time and at conclusion of the symphony was recalled five times for bows. It was his first appearance before a concert audience as conductor of a full symphony orchestra. Although he has 22 published compositions and innumerable theme songs to his credit, the symphony is the first composition in this form which he has written.

IN TEN weeks American Washing Machine Mfrs. Assn. received 26,003 requests for a free offer of its *Household Hints* booklet as a result of its five-minute program thrice weekly on WOR, Newark.

NBC is planning to broadcast the closing session of 74th Congress.

THE rapid advance to broadcasting perfection finds WJJD in the front rank. The move in transmitter location, as indicated, increases our signal strength in Chicago as much as 400%. With WJJD as your advertising medium in Chicago, you receive the type of broadcasting service which you would expect from only the super-power, clear channel stations—and from WJJD at rates so reasonable that they definitely provide the largest audience per dollar spent in the Chicago market.

SPECIAL ANNOUNCEMENT
WEED & CO.
NATIONAL REPRESENTATIVES
Known to time buyers in the East for conscientious service. Call on Weed & Company for information about WJJD effectiveness. 350 Madison Ave., New York City. Telephone No., Vanderbilt 3-3648.

WJJD
20,000 WATTS
CHICAGO'S LARGEST INDEPENDENT RADIO STATION
[illegible] WELLS ST. CHICAGO, ILL.

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & SLEININGER INC.
National Representatives

TWO Markets at the Price of ONE
Tacoma and Seattle are two intensive city markets which KVI covers at ONE cost. Transmitter located midway between the two cities gives splendid reception in both Seattle and Tacoma. 1000 watts, 570 kc.
Pioneer CBS Station in Pacific Northwest

Expense Accounts Of Commission in Canada Scrutinized

Heavy Spending of Funds Paid In Set Taxes Arouses Protest

By JAMES MONTAGNES

THE CANADIAN Radio Commission, never popular with listeners, received another setback in public opinion, when expenses of executives were revealed at the resumed parliamentary radio probe. Rooms at $20 a day and meals $10 and $11 a day for program directors and members of the commission were revealed in a questioning of the commission accountant, W. R. Mortimer, who stated that excessive accounts had been passed despite his objection. The revelation has been used editorially by the daily press which remarks that these accounts should be gone into in more detail, since the annual $2 radio tax paid by all listeners is already the most grumbled about tax on the books.

The inquiry was mainly busy since its recess with the political broadcasts of the last election. The Musicians' Federation of Canada and the Musicians' Federation of Montreal complained that the commission was not keeping its agreement on the payment of union wages, non-union organizations, especially military bands, being paid less than agreed rates. Payments of the Conservative party election broadcasts were gone into.

* * *

More News Programs

THE CANADIAN Press at its annual meeting at Toronto arranged to supplement its daily evening ten-minute news broadcast with three day-time broadcasts to be prepared at the Toronto head-office of the Canadian Press, and to be offered radio stations free except for transmission cost. The bulletins must not be used with sponsored programs.

Members affirmed the stand of the board of directors that in the national interest an accurate and unbiased day and night service of news on the air be made available to the Canadian public as an alternative to foreign broadcasts. The meeting welcomed the assurance of the president that the parliamentary radio committee had received sympathetically the request for continued protection of the Canadian Press and its members against theft of their news by radio stations.

* * *

FRANK RYAN will be the new managing director of CKLW, Windsor, controlling interest in which was recently purchased by Canadian broadcasters headed by E. S. Rogers of CFRB. Mr. Ryan was with Cockfield, Brown & Co. Ltd., advertising agency.

* * *

HERBERT MOORE, president of Transradio Press, told the Parliamentary radio committee May 7 that the recent request and offer of more free bulletins of the Canadian Press appeared an attempt to keep his service off the air, and make a monopoly for the Canadian service. J. F. B. Livesay for the Canadian Press stated at the same hearing that his organization did not ask a monopoly or that Transradio Press be kept off the air.

N. A. B. ENDORSES PUBLIC DOMAIN

●

We congratulate Mr. James W. Baldwin and his committee on their three-point program set-up in the establishment of a "Bureau of Copyrights." Particularly do we direct attention to point two of this program—

"CREATE A STANDARD LIBRARY OF MUSICAL COMPOSITIONS, TAKEN, FOR THE MOST PART, FROM THE PUBLIC DOMAIN OF MUSIC."

PUBLIC DOMAIN MUSIC has been the specialized work of the executives of Langlois & Wentworth, Inc. for the past three years. Through their efforts, and the efforts of outstanding copyright experts and legal authorities employed by them, there has been assembled and recorded the most comprehensive and practical library of PUBLIC DOMAIN MUSIC in the world.

During the last twelve months radio stations throughout the United States and Canada have broadcast over 26,000 separate quarter-hour periods of commercial programs produced by Langlois & Wentworth, Inc.—not one program of which contained so much as one bar of copyright music.

To facilitate further the use of PUBLIC DOMAIN MUSIC, there was organized in 1935 Lang-Worth Feature Programs, Inc., a division of Langlois and Wentworth, Inc. which announced and produced a complete library of quality transcriptions, composed entirely of PUBLIC DOMAIN MUSIC.

As a further development there has been purchased at great expense many original popular melodies which have been made a part of this service.

The Lang-Worth Planned Program Service now comprises well over 500 individual selections — all of them rich in entertainment—all of them warranted tax-free. New selections are being recorded weekly.

With an inexhaustible supply of PUBLIC DOMAIN MUSIC available, and with a continuously increasing demand throughout the world, the breadth and scope of service ultimately available through Lang-Worth Planned Programs provide a far-reaching advance in the development of the art of radio entertainment.

Public Domain Music Is Vindicated!
. . . welcomed by Station Managers
. . . acclaimed by Advertisers
. . . applauded by the Listening Public

and now endorsed by the Board of the N. A. B.

●

FOR FURTHER PARTICULARS AND AUDITIONS WRITE

LANGLOIS and WENTWORTH, INC.
LANG-WORTH FEATURE PROGRAMS, INC.
420 Madison Avenue • New York

Out of the West to Us!

From Out of the West — 1300 miles from our hitching rack — comes this plea to us: "I wish you would do everything in your power to encourage daylight saving time for Wheeling, so that we can get more of your programs"! And that plea came from Mrs. K. M. Goodwin, away out in Hastings, Nebraska.

◆

WWVA surely must have something on the ball to prompt a request for such co-operation! No, we're not offering Hastings, Nebraska, in our coverage by any means, but we do feel that this incident speaks volumes in favor of what we're doing to produce for our advertisers, — listeners who respond!

◆

Some might call WWVA a "freak"—Then too, we have been repeatedly classified as a "miracle"! But, personally, we favor this far-flung reputation —"The Friendly Voice from Out of the Hills of West Virginia"!

◆

It will pay you to check WWVA's phenomenal service in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Selling Home Service in Home

(Continued from page 14)

the ways of educating customers through radio will follow in the discussion of actual radio programs.

When we realize that there are 21,500,000 radio families in the United States, and that at least 16,000,000 of them are already customers of the utilities, it is easy to see why these people are particularly good prospects for the extension of our service through the purchase of improved appliances. Recent statistics have pointed out that radio homes have an income at least twice that of non-radio homes. Certainly then, they constitute the most logical prospects for new business.

How are you going to use this wonderful remedy, which I seem to have recommended as a cure-all for utility ills?

First, consider the radio program for the home service department as an integral part of general sales promotion and public relations plans. With this in mind, the next problem will probably be selection of the time to be used. The best time will depend principally on local conditions. You will probably select the stations which offer the best time at the most acceptable rate. Since the appeal is principally to women, and since daytime rates are lower than night rates, you will probably have to choose between morning and afternoon. You will want to select a time when you think you will be able to catch the most receptive listeners.

In the South, we feel that morning time is preferable because so many women attend meetings or parties after lunch, so we believe that hours between 8 and 11 are well-suited to our purpose. After 8, because the average housewife is busy with breakfast and getting the children off to school before that time, and before 11, since many women particularly in small towns must prepare lunch at home.

The day of the week deserves little consideration, except, of course, Saturday, which is less favorable for an audience than other week days. Two other factors should enter into your selection of time.

Selecting a Spot

FIRST what competing stations offer, and second what kind of a program precedes your own. If the program just ahead is dull and dry, you run the risk of having the radio dial turned to another station before you are even given the opportunity of delivering your carefully prepared speech. You would be wise not to follow a program which deals mainly with subjects similar to those you have chosen. A musical program is always pretty good assurance that you can cash in on the audience the sponsor preceding you has built up and held, provided, of course the music is music and not some of the weird and jarring notes which are ruthlessly ploughed under by some of our ambitious but untrained radio talent.

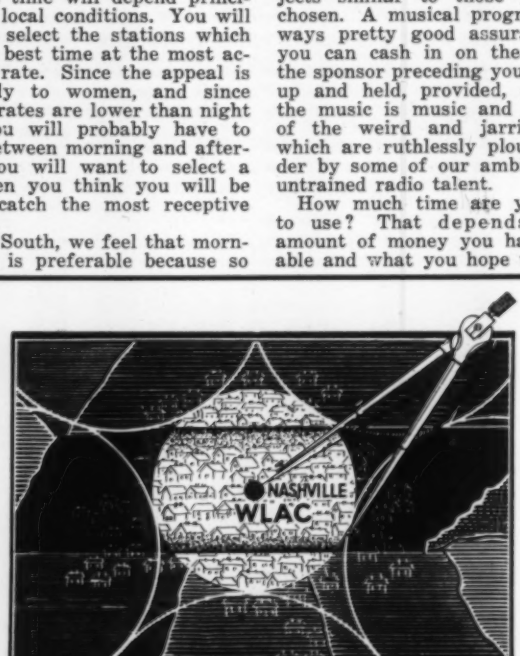
How much time are you going to use? That depends on the amount of money you have available and what you hope to accomplish. But a 15-minute program once a week is a good beginning, and offers an opportunity for you to become acquainted with radio technique and to become familiar with problems peculiar to radio. It's easy enough to expand your radio schedule. It might be embarrassing to cut it down.

Once the problem of the time is settled, you are faced with the still greater problem of what to do with it. The audience you win for your program will not vary directly with the amount of money you spend. Skill is much more important than dollars. The total audience you secure for your program is very much less important than what the listeners think and do after hearing it.

The most obvious solution to fill the time, is a talk by the home service director. Then there are musical programs, dramatic skits, or combinations of all three. Up to this time, we have been talking of radio and home service generally. Here is what our company has done. We began our radio experience with participation in a cooperative cooking school, sponsored by the station and a group of food advertisers. The school was conducted in the auditorium of our building before an actual audience, and half an hour, or about one-third of the program was broadcast. The difficulty with this method was that the demonstration could hardly be paced to be vitally interesting to both an actual and an invisible audience, and we had very little opportunity to include most of the points which we were particularly eager to tell our customers. It was necessary to include a good deal of mention of the products being used, and not enough of the processes of cooking and refrigeration.

Next we tried a series of five-minute spots on a woman's program sponsored by the station, but found them unsatisfactory because we felt the program had no unity of purpose, no continuity of thought. It did, however, give us a clue that proved valuable. We learned that women were vitally interested in oven canning, and had very few sources of information. Requests for the recipes given over the air began to come in, indicating that we were at least barking up the right tree. In replying to these requests, we gave complete instructions for oven canning, and stressed the features of modern gas ranges that make oven canning easy. Later, we devoted a series of six programs to preserving and oven canning.

Last February, we began a series of radio programs on Tuesday morning at 10:45 over WFAA which reaches practically every town in our system. Our purpose was to acquaint the public with the service we offered as counsellors on home problems, to create good will for the company, and to remind our customers of the advantages of the merchandise being featured by our affiliated compan-



A Rich Market thoroughly covered

WLAC

5,000 WATTS

J. T. WARD, *President*

Member Station, Columbia Broadcasting System
Paul H. Raymer Co., National Representatives

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

ies during the period of our programs.

We decided at the beginning that two voices, like two heads, were better than one. So we planned our program in the form of a dialogue between Miss Berry, our home service director, and an inquiring customer. The two voices had the advantage of variety in tone, and offered an opportunity to make the program sound more real and human and less like a lecture. We felt that music would help to brighten the program.

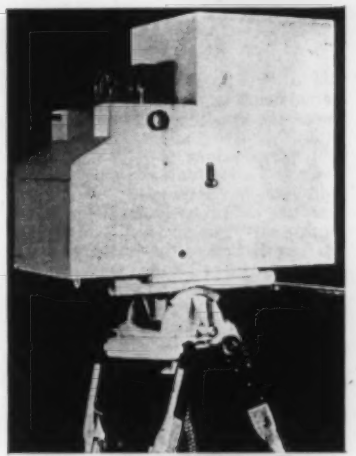
Then we began our series. It happened we were in the midst of a water heater campaign at that time, so we selected our subjects to tie in with the use of hot water. Removing stains with hot water, hot water for house-cleaning, etc. In each program, we offered to send the suggestions free of charge. As these requests came in, we included a copy of our bulletin, *Modern Homemaking*, which bore the same title as the program.

As the series continued, we began to be a little more daring. We devised skits which included the announcer and even the musicians in the dialogue, and the musical numbers were tied in with the general theme of the program. The main purpose of these skits is to include our commercial announcements in a humorous fashion which would nevertheless bring out the advantages of the equipment we were featuring on our merchandise program at the time. These mock melodramas are tied in with any special event which will give us an opportunity to capitalize on subjects already being generally discussed. For instance we based one of our skits on a take-off on Mutiny on the Bounty, with Capt. Bligh in charge. [See sample continuity with this article.] The mutiny for which our sailor was flogged was that he had taken the last drop of hot water and the rest of the crew had to use cold water for shaving. From that point, it was easy enough to slide into an announcement about the advantages of automatic water heating service.

In each program, we have what we call a Mystery Melody, an old time favorite which is played by the staff pianist. We use this musical number to hark back to the dear old days and draw a contrast to the drudgery of old-fashioned homemaking methods and the convenience and economy offered by modern gas appliances.

Radio must be followed through. Take every opportunity you have for telling your customers about your radio program and supporting it as a regular part of the advertising program. Here are some of the ways in which news of your radio program can be carried to your customers: By bill stuffers, a line in all company advertising giving the time, the day and the station, a line on all recipes given out, notices in all bulletins received by customers, on outdoor boards, in street car cards, in window and on counter displays, on envelope stuffers to be included with all requests for information, mention at your actual demonstrations, by a line on metered mail, by notice left by the appliance adjustment man. Advertise your program as extensively as you can before you start and keep everlastingly at it!

Today radio offers a valuable medium for promoting the business you represent, in a manner most suitable for creating confidence and leading to the increased use of our service. A radio station is granted license to operate for the public good. What could be more beneficial than offering information that smooths the difficulties of daily living and creates a desire for higher living standards and for more comfortable homes. Home service workers are prepared by their training and broad experience to offer that information in a friendly fashion to hundreds of homemakers who are eagerly seeking it. Radio offers you an opportunity to be of genuine service both to your customers and company.



BRITISH TELEVISION — Here is the new Marconi EMI "Emitron" scanning camera, mounted on studio tripod.

RADIO LAW CHANGE SOUGHT BY LAWYERS

NEW PRINCIPLES of law, to fit the progress being made in technical radio, would be evolved under a tentatively procedure agreed to by the Committee on Communications of the American Bar Association in Washington May 6 at a meeting preparatory to the annual convention of the American Bar Association in Boston next August.

The Committee considered and tentatively approved a research program over a period of years which would build up a new body of radio law designed to coincide with the advances of radio science. The matter will be raised at the meeting of the Bar Association's annual convention. It will involve a proposal of enlisting the aid of research students at leading universities and law schools to establish a study of the subject.

The Committee which considered the project comprises John W. Guider, of Washington, chairman; Prof. Edwin M. Borchard, Yale University; Douglas Arant, of Birmingham; Bruce W. Sanborn, of St. Paul, and Paul D. P. Spearman, of Washington. Mr. Spearman did not attend due to illness.

Radio and communications law were discussed at a meeting May 6 of the American Foreign Law Association, section of International and Comparative Law, American International Committee on Radio and the FCC Bar Association. Senator Wallace H. White Jr. (R-Me.), Mr. Guider and Howard LeRoy, Washington attorney, were the speakers. The three were in agreement that new basic principles of law would have to be established for communications.

Court Docket Clear

FOR THE first time in several years the radio docket of the U. S. Court of Appeals for the District of Columbia was clear, with the dismissal of the last remaining appeal on May 6. The case was that of the Daily News Corp. of St. Paul against the FCC decision granting the application of Edward Hoffman, merchant of that city for a new station to operate on 1370 kc., with 100 watts, full time. The last remaining obstacle toward operation of the station thus has been removed.

SETTLEMENT of the strike in the New York music publishing industry was effected May 5 with a two-year contract granting closed shop, minimum wages and hours, and a basic price list for arrangers doing piece work.

Mail From

73 TOWNS

in

Northern Illinois

and

Southern Wisconsin

for

ONE SPONSOR

in

less than one month!

We can do the same for you!

WROK

ROCKFORD, ILL.

NEW DEALERS?

ARE YOU seeking new outlets for your products in Montana? Are you trying to build sales for your established dealers?

Use spot radio advertising over KFBB. *It's sure fire!*

KFBB is the ONLY station consistently giving good radio service to an area which includes 47,566 families — with an average annual spendable income of $902.68 per family . . . much higher than the U. S. average.

KFBB with its audience acceptance and audience action can build your dealer organization and keep your sales on the UP.

2500 Watts Day **KFBB** 1000 Watts Night

GREAT FALLS • MONTANA

National Representatives:

JOSEPH HERSHY McGILLVRA
485 Madison Ave., New York; Palmolive Bldg., Chicago.

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles; 1358 Russ Bldg., San Francisco; 3326 Stuart Bldg., Seattle.

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES — EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

YOU'D not buy PART of an umbrella! YOU'VE simply gotta have

Balanced Coverage

..... and that's what you get in
NORTHERN CALIFORNIA
when you choose

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND

● Yes, sir! **Balanced** coverage! That means that **KSFO** reception **covers** Northern California in proportion to set ownership. It's interesting. Ask your John Blair man.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager
National Representatives:
JOHN BLAIR & CO.

CBS West Coast Plans Delayed Pending Action By FCC on KNX Shift

PLANS of CBS to enlarge operations on the Pacific Coast are being held in abeyance pending action by the FCC on the assignment of the license of KNX, Los Angeles, to the network, an application for which now awaits action. The purchase price of about $1,300,000 for the 50,000-watt station is being scrutinized by the FCC, and it may be designated for hearing by the FCC this month.

Herbert Akerberg, CBS station relations manager, and Lincoln Dellar, of CBS headquarters in New York, have been on the coast for the last month in connection with expansion plans. Upon acquisition of KNX, the network contemplates enlargement of the available studio facilities in Los Angeles, but it is emphatically stated that up to this time nothing has been done. The CBS officials were in San Francisco during the week of May 11, and conferred with officials of KSFO, KFRC and KROW, presumably in connection with a San Francisco outlet when the KNX ownership change becomes effective.

KFRC, the Don Lee station and present outlet, will not continue on CBS when that network takes over KNX, it has been stated by Don Lee officials. It is expected that more than likely KFSO will become the San Francisco outlet of the network.

Major Radio Bills Await Congress Action

(*Continued from page 7*)

the allegedly fraudulent practices or misleading advertising, but the necessity of proving competition has tended to impede the Commission's operations.

To the advertising media the bill will have an important bearing, if enacted, notably where local accounts are concerned. The broadcasting industry, however, has not expressed itself one way or the other. Other media are concerned particularly over the possibility of a crusade against advertising of products which might strike at "puff" statements and the like.

Senator Wheeler argued on the floor that the bill is not far-reaching. In 99 cases out of 100, he declared, the Commission can show that some competitor is injured under the present law. He referred, however to the now famous Marmola case in which the Commission had tried to stop the advertising and sale of a reducing compound held to be harmful unless prescribed by a physician, but the Supreme Court had concluded that despite the finding that the product could not be used generally with safety, it could not sustain the Commission's cease and desist order because there was no showing of injury to competitors.

Chairman Rayburn declared May 11 he hoped to get to the bill during that week but that the committee was deluged with business. He could not predict any action. There was thought of a hearing on it, perhaps of one or two days, because of the growing opposition. Meanwhile, Trade Commission members are doing everything possible to get enactment at this session.

Davis Repeal Seen

REPEAL of the Davis Amendment appears at this time an almost foregone conclusion. It went through the House Interstate Committee without a murmer of opposition, and was immediately placed on the House union calendar, due for consideration May 18. This is an unanimous consent calendar, and any opposition would automatically put it over until the following Monday.

Repeal of the amendment has been urged by the FCC and the predecessor Radio Commission for four years. It has been a part of the radio law since 1928, and, according to its sponsors, was placed in the Act as a temporary expedient, to prevent the old Radio Commission from running wild on allocations.

Specifically, the Davis Amendment provided that the country be divided into five radio zones, disproportionate geographically, but equal in population. Thus the wide open spaces of the West, sparsely populated, could not accommodate a greater number of station facilities than the densely populated areas of the East. Among the states in each zone there was to be an equitable distribution of stations, power, hours of operation according to population.

It was because of the Davis Amendment that the so-called quota system of allocations so familiar to all broadcasters was set up in 1930. Many stations and station applicants have been denied additional facilities because of infractions of quota, and while the FCC has been inclined to ignore rigid mathematical allocations under quota, it has deterred the granting of many power increases or increases in hours.

Caution Is Advised

WITH THE restrictive provisions of the Davis Amendment out of the way, the FCC will be in position to improve station facilities and license new stations wherever they will work technically. There are few desirable places in the country, however, where new stations of appreciable size can be wedged in without interference.

More than likely, it is believed, the ultimate result of Davis Amendment repeal will be the stepping up of power and hours of operation of existing stations which have been blocked because of quota. It logically follows too that this would help plans under way for expansion of existing networks or for the starting of new ones. Part-time and 100-watt stations are not regarded as desirable network outlets and are frowned upon by advertisers. With stations in primary markets procuring regional status, as they will in some cases, they then will become eligible for network service. Mutual Broadcasting System particularly stands to expand under such conditions, since it is now probing for outlets west of Chicago, ostensibly to branch out across the country to the Pacific coast.

The greatest fear is that indiscriminate licensing of new stations may ensue from the repeal of the onerous provision. Industry spokesmen feel that the Federal authorities should exercise extreme caution in proceeding under the law, once it is revised, lest it introduce new elements of competition which would redound detrimentally to other stations and to the industry as a whole.

A MEETING of the Board of Directors of Mutual Broadcasting System tentatively has been scheduled in Chicago for May 19. The meeting planned earlier in the month was postponed.

KFPY

facilities are now being used by all

5

of Spokane's 5 largest department stores

Why? Ask

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK
Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES
1358 Russ Bldg., SAN FRANCISCO

★ ★ ★ ★

WNOX
Knoxville, Tennessee
●
COMPLETE COVERAGE of the RICHER **TVA** MARKET

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

NATIONAL ASSOCIATION OF BROADCASTERS' CONVENTION AT THE STEVENS • JULY 6-7-8

THE STEVENS WELCOMES THE NATIONAL ASSOCIATION OF BROADCASTERS to its delightful air-conditioned convention quarters—air-conditioned meeting rooms and Grand Ballroom, dining rooms, lounges and lobby. Its private rooms—all outside rooms—swept by cool Lake Michigan breezes, offer perfect rest, day and night. On Michigan Boulevard at Grant Park, The Stevens is in the center of downtown Chicago. A friendly management and staff welcomes you during the convention and at all times.

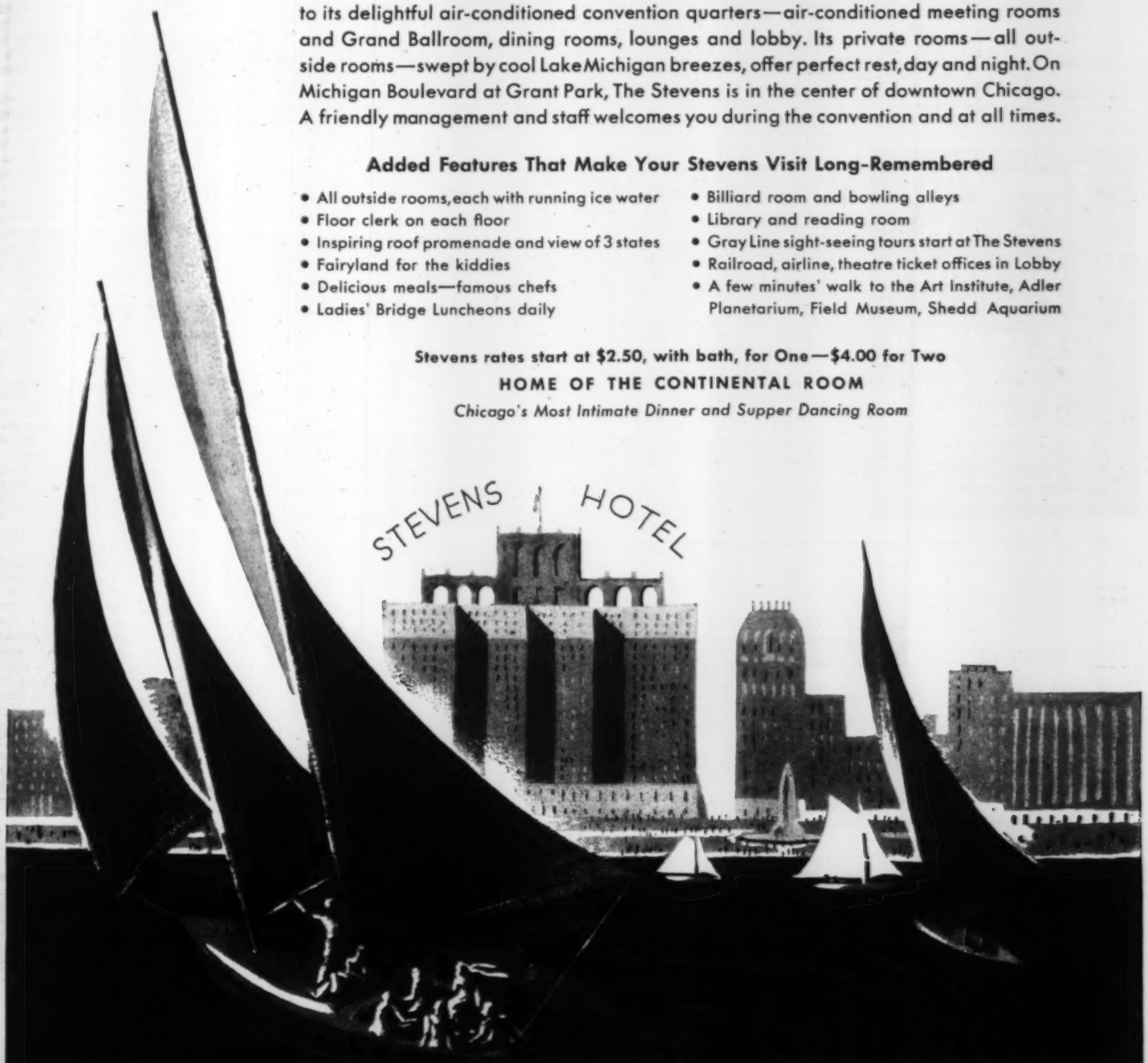
Added Features That Make Your Stevens Visit Long-Remembered

- All outside rooms, each with running ice water
- Floor clerk on each floor
- Inspiring roof promenade and view of 3 states
- Fairyland for the kiddies
- Delicious meals—famous chefs
- Ladies' Bridge Luncheons daily
- Billiard room and bowling alleys
- Library and reading room
- Gray Line sight-seeing tours start at The Stevens
- Railroad, airline, theatre ticket offices in Lobby
- A few minutes' walk to the Art Institute, Adler Planetarium, Field Museum, Shedd Aquarium

Stevens rates start at $2.50, with bath, for One—$4.00 for Two

HOME OF THE CONTINENTAL ROOM

Chicago's Most Intimate Dinner and Supper Dancing Room



THE STEVENS

CHICAGO

WORLD'S LARGEST HOTEL

How To Sell Gas Appliances

(*Continued from page 14*)

sel? You know the only kind of vessel some folks know about is a little old kettle they heat about a pint of water in . . . but up-to-date houses don't heat water in kettles and pans and such vessels. Modern homes have automatic gas water heaters!

AB: Look Captain, Barnacle Bill and the crew are beating that poor sailor! Why, they're flogging him! Can't you stop them?

GH: I could. But I aint a mind to. He deserves that punishment, ma'am. He committed a terrible crime, and now he's got to pay!

AB: But, Captain, what could he do to deserve such a horrible punishment?

GH: He took the last drop of hot water, and left the rest of us stranded with six week's growth of beard. He took the last drop of hot water for shaving!

AB: Sing, boys.

MUSIC: Song Rock and Roll.

MM: Oh, Captain Bligh, may I see Miss Berry a minute?

GH: Certainly ma'am. But I didn't see you on ship.

MM: You weren't supposed to. I was a stowaway!

AB: And what can I do to help you?

MM: Well, I heard a friend of mine telling how she had improved her appearance, Miss Berry, after she got some advice from a chart you sent her, and I'd like to know what it is!

AB: Well, I don't pose as a beauty advisor, or as a dermatologist, or a skin specialist, but here are some things we've learned about using a good old fashioned beauty treatment that helped to keep Cleopatra alluring and is still reliable right to this day!

MM: What is it, Miss Berry, and how did you find out about it?

AB: I tried it! And it's something you have, or should have right in your home, ready for you to use 24 hours a day. Hot water!

MM: Oh, I thought it was going to be some lotion!!

AB: Well, don't be disappointed just because this beauty treatment isn't done up in a fancy package. You may need other beauty aids, of course, but if you'll start with this basic treatment, you'll find yourself looking younger and fresher almost before you realize it. But let's get down to cases. Skin specialists tell us it's not so much what you put on your face, as the thoroughness with which you remove it. Use plenty of warm water for a facial, and any soap you've found suitable for your particular kind of skin. Apply the lather with a gently rotary motion up and out from your chin toward your temples.

MM: Oh, I see. Like this. Put your first two fingers on your chin and rub gently toward your nose and eyes.

AB: That's right. Pay special attention to your chin, nose, and cresses around your nose for there is where oil is secreted and where dirt collects. Follow this sudsy treatment with lots of rinsing water. Put cold water on as a finish and pat your face dry.

MM: But, Miss Berry, I'm afraid that's too mild a treatment for my skin.

AB: Well, if your pores are clogged, use an occasional hot water treatment. Fill a basin with very HOT water. Then spread a good pure cream over your face, neck, and throat. Bathe your face with a turkish washcloth for about five minutes then the skin is red. Then finish by washing your face with soap and warm water first, and a dash of cold water to close the pores.

MM: I saw a picture of a movie star the other day that made me envious. They look so well-groomed I wondered how they do it!

AB: Well, don't envy movie stars. It doesn't take a lot of money to be perfectly groomed. It does take time, attention, and plenty of hot water! Your hair, for instance. Many movie stars have a daily shampoo and have their hair dressed by experts each time they appear in a scene. But the rest of us can manage to look well-groomed with a weekly shampoo, a daily bath, and looking after our face and hands a little each day. Incidentally, here's a tip on home shampooing. You can use the little bits of soap that are left over from a cake of soap to make an excellent shampoo liquid. Add hot water to these small bits of soap and let them dissolve by boiling them a few minutes on top of the stove. Seal this liquid in a jar and use it whenever you want liquid soap for a quick thorough shampoo.

MM: How many times should you rinse your hair for shampooing?

AB: The best beauty parlors usually put your hair through three soapings and three complete rinsings of hot water. Remember it's the rinsings that count. Get all the soap out with a final warm rinsing and then plunge your hair in the water for a final cold rinse. Rub your hair and scalp dry, using warm towels.

MM: And now about my hands—

AB: Remember to wash your hands in warm water always and push the cuticle back as you dry your hands. Please understand that I realize none of these things are new or startling, but a lot of us forget what an invaluable beauty aid hot water is—and how little it costs to have it always ready at the faucet.

MM: Miss Berry, I really appreciate your telling me these suggestions about using hot water, and I'm going to start on my beauty program today. I'll make a chart, so I'll remember them all.

AB: I'll be glad to send you a little reminder showing you how to use hot water to help yourself to be attractively well groomed if you'd like to have it.

MM: I certainly would, Miss Berry. I'd appreciate having a home beauty chart already made out, ready to use.

GH: If you would like to have this handy little reminder for inexpensive home beauty aids, write a penny post card request to Miss Albertine Berry, Lone Star Gas System, Dallas, and your copy will be sent to you promptly without charge . . . and now, our mystery melody.

MUSIC: Nancy Lee.

GH: Do you remember that old tune? It was a popular favorite of twenty years ago. Ah those were the days! But were they? Those were the days when a bathtub was still a luxury and when a reservoir on the old wood stove heated the water for the whole family's baths. You were lucky to have as much as a pint of hot water for your bath, when the rest of the family was howling for hot water, too. Today, automatic hot water service is taken for granted, just as essential, just as necessary as automatic gas service for heating and cooking. And why not? With an automatic gas water heater, dependable automatic hot water service costs but a few cents a day. In comfort alone, it's worth much more!

SONG: Sailing On — Interpolate Red Sails and Isle of Capri.

GH: Has your family outgrown your present water heater or has it failed you lately? If you haven't hot water always on tap, you are depriving yourself of one of the most luxurious comforts a home can have . . . and it costs just a few cents a day with an automatic gas water heater. See the improvements in style and convenience in the modern automatic gas water heaters on display at your gas company and at gas appliance dealers today!

MUSIC: Theme, Home.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
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says Ross Federal
BUFFALO BROADCASTING CORPORATION
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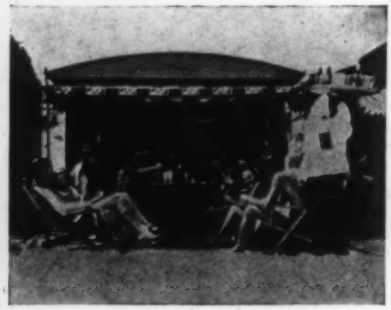

Courtesy Norfolk & Western Ry.

Golden sunshine, the song of the surf, not a care in the world! Here is the finest beach in the East, with a Beach Club rivaling the best of the Lido. In the evening, dance under the stars to the music of our orchestra broadcasting nationally. Then to a deep sleep in the health-giving salt air, in the comfortable Cavalier Hotel. You'll be amazed at the moderate rates, you'll be pleased to find a congenial and carefully selected clientele. The Cavalier is open the year 'round.

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Hotel and Beach Club
Virginia Beach
Sidney Banks
MANAGING DIRECTOR

Greig With McClatchy

HUMBOLDT GREIG, formerly sales manager of Southwest Broadcasting System and before that a member of the station representative firm of Greig, Blair & Spight (now John Blair & Co.) has been named sales manager for the McClatchy stations in California.

Eugene Meyer Asks Station in Capital

Publisher of Washington Post Seeking WMAL Facilities

AN APPLICATION for a new broadcasting station in Washington, D. C., to use the facilities now assigned to WMAL, Washington, NBC-leased station, was filed with the FCC May 14 by the *Washington Post*. The newspaper, published by Eugene Meyer, former governor of the Federal Reserve Board, long has sought a radio affiliation and at one time bid for WMAL. This station now is involved in litigation locally in a suit brought by Hearst Radio Inc., for specific performance of contract under which the station was to have been purchased for $285,000.

The application stated that $100,000 is available for construction and operation of the proposed station and "this amount is not encumbered by any liability." Control of facilities, the application added, "would be vested in a licensee qualified to render a public service by virtue of experience, equipment and financial responsibility."

Program Schedule

THE STATION, the application added, would not be affiliated with a network "unless new affiliation becomes available". It was estimated that 15% of entertainment programs and 5% of educational programs would be commercial. Entertainment would make up 35% of the sustaining programs; 10% of the education, and the balance distributed among religious, agricultural and fraternal.

The application was in the name of Eugene Meyer and his wife, Agnes E. Meyer, doing a partnership business as Eugene Meyer & Co.

A decision is expected shortly in the Hearst suit against the heirs of the estate of M. A. Leese in connection with the station purchase. The case is pending before the Supreme Court of the District of Columbia and arguments were heard last month. WMAL is now operated by NBC as its blue network outlet in Washington, under a lease that still has some two years to run. It pays $30,000 a year in leasehold and $6,000 for studio rentals.

Coulter to Radio

FRANK COULTER of the Philadelphia office of N. W. Ayer & Son has been transferred to the radio department of the New York Office and will be associated with Francis C. Barton in the radio time buying division. Mr. Coulter is not related to Douglas Coulter who until recently was vice president in charge of radio for N. W. Ayer. He has been with the agency for the last ten years, serving in various capacities. Richard Bunbury has also been added to the radio department and is working in the radio contract and accounting office. Mr. Bunbury comes to Ayer from the outside.

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MIDWEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Educational Radio Improving Rapidly Says Gen. Harbord

More Interesting Programs an Aid to Teaching by Airwaves

EDUCATION in various forms is now safely on one of the best possible carriers—radio—and is moving toward its goal of greater influence over vast numbers of people, declared Gen. James G. Harbord, chairman of the board of RCA, speaking recently at the University of Chattanooga.

Recent progress attained in education by radio has been spurred by the fact that less quibbling is indulged in over exact definitions of radio education, he explained. The great educational precept of today is—first catch the interest, he said. "Into the most remote homes and into thousands of classrooms it takes music, the voices of world leaders in government, science, literature and other fields. It dramatizes history at the historic moment, and provides commentators to interpret the news of the day. No wonder educators and broadcasters have been so eager to make the most, in educational advantages, of such a force. No wonder they have sometimes been a little confused as to how to do it.

Three Divisions

"FROM the earlier discussion to which I alluded there has emerged the realization that educational broadcasting, however difficult to define as a whole, is made up of three principal divisions.

"First, there is broadcasting into the school-room, from kindergarten to the university, of regular classroom studies, correlated to the curriculum.

"A second principal division of educational broadcasting includes outstanding news events, eye-witness accounts 'on scene', speeches, music, dramatizations, and other programs heard during school periods or assigned for home listening. The parade of these features is far too long to review here. Among the typical ones are: The *Music Appreciation Hour*, conducted by Dr. Walter Damrosch, required listening of some ten million students in the 65,000 radio-equipped schools of the country; the *NBC Music Guild*, studying seldom-heard classics; the *Radio Guild*, broadcasting a cycle of Shakespeare's 'King' plays; *Great Moments in History*, dramatizing events that shaped America's destiny; a broadcast of a Congressional session; *Education in the News*, William D. Boutwell, U. S. Office of Education—so the list goes on.

"The third great function of radio in education, as we now have come to see it, is in what formerly was called the field of adult education. It might better be referred to as 'continued education'. We have gotten away from considering the persons in this class as 'little groups of serious thinkers', with the slight implication of dullness that goes with that term. They are 'serious' in that they desire something substantial, something that helps them understand what is going on around them—not in the sense that they take themselves seriously. The increasing sale of better non-fiction books in recent years testifies to their numbers.

"It is interesting to note how many of the events offered by broadcasting which interest these persons outside of school, might well be—and often are—assigned to students as listening to supplement their lessons."

Duce a Radio Cupid

DICTATOR Mussolini's encouragement of marriage and large families was extended to radio recently when unmarried staff members of the Italian broadcasting company were urged to hasten and find proper mates. Employes accepting the suggestion are given one or two extra monthly salaries and special compensations for each child born.

Candy Sponsor

F. B. WASHBURN CANDY Corp., Brockton, Mass., is sponsoring a Saturday morning program by and for youngsters. Titled *Eddie Kasper's Stardom Express*, it includes a 14-piece juvenile orchestra, a glee club of 40 voices and individual performers. Tennis racquets, cameras, wrist watches, baseball gloves, bats and plenty of the sponsor's Walico candy bars are given at each broadcast. The account is handled by Broadcast Adv. Inc., Boston.

German Court Upholds Use of Musical Records

AN APPEALS court considering litigation between the German broadcasting company and seven leading German gramophone record manufacturers has ruled that the broadcasters have the right to use the records they purchase for program purposes, without securing permission of the manufacturers and without paying additional fees, provided the records are musical only. Records of the spoken word, it was ruled, may only be used with the manufacturers' permission. The manufacturers had based their suit on a claim of unfair competition, but the court decided that broadcasts of records constituted "public performance" according to German copyright law. Reich stations are now again devoting considerable time to recorded programs.

In another decision on the same type of case, the Supreme Court of the Conton of Berne, Switzerland, has ruled that the Swiss Broadcasting Co. has no right to use records for broadcasts unless additional fees are paid the manufacturers. This case is being appealed to the national supreme court.

True Story Shift

MACFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) for the third time has changed the inaugural date of the *Good Will Court* which will be heard over MBS and the Inter-City Group to June 8, 10:30-11 p. m. Ruthrauff & Ryan Inc., New York, has the account.

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THE GOOD OLD SUMMER TIME is also transcription time.

Write us for new low summer prices on the following programs:

BILL, MACK AND JIMMY	100	episodes
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HOLD THE PRESS	65	"
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*YESTERDAY BRINGS YOU TOMORROW	39	"
CONTRACT BRIDGE SERIES	78	"

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MAY 1 TO MAY 13, INCLUSIVE

Decisions . . .

MAY 1

(Addition to May 1 decisions printed in May 1 issue).

ORAL ARGUMENTS GRANTED — NEW, Winona Brdcstg. Co., Emmons L. Abeles, Sec., Winona, Minn., arguments to be held 9-10-36 on applic. stations Mankota, Ft. Dodge, Clinton, Hastings, Grand Island, Appleton, Wausau; WPAR, Parkersburg, W. Va., 9-10-36; NEW, Mason City Brdcstg. Co., Mason City, Ia., 6-11-36.

ACTION ON APPLICATIONS HEARD BY BROADCAST DIVISION:

NEW, Portland Brdcstg. System Inc., Portland, Me.—Granted CP 640 kc 500 w ltd., directional.

WOI, College Campus, Ia.—Granted renewal license.

NEW, Kunsky-Trendle Brdcstg. Corp., Detroit—Denied CP 640 kc 10 kw unltd. directional N.

NEW, Irving D. Sisson, Pittsfield, Mass. —Denied CP 640 kc 1 kw D.

NEW, Eastland Co., Portland, Me.—Denied CP 640 kc 100 w D.

WAIU, Columbus—Denied modif. license 640 to 570 kc, 500 w 750 w N 1 kw D spec.

KFUO, Clayton, Mo.—Denied modif. license 500 to 640 kc, increase 500 w N 1 kw D to 1 kw, change hours from S-KSD to spec.

WORC, Worcester, Mass.—Denied modif. license 1200 to 640 kc, increase 100 to 500 w unltd.

WFLA-WSUN, Clearwater, Fla.—Denied exp. auth. new equip., change 620 to 640 kc, increase 250 N 500 w D to 5 kw unltd. directional.

WAAB, Boston—Denied CP move trans., increase 500 w to 1 kw, change 1410 to 640 kc, new equip. unltd. directional.

WJAY, Cleveland—Denied modif. license 610 to 640 kc, 500 w D to 500 w ltd.

WKBN, Youngstown — Denied CP move trans. locally, change 570 to 610 kc, 500 w to 500 w 1 kw D unltd., directional N.

WRDO, Augusta, Me.—Granted renewal license.

WHDH, Boston — Granted renewal license, dismissed applic. modif. license 1 kw LS 500 w N unltd.

WNAC, Boston — Denied CP change equip., trans. site, 1230 to 830 kc, increase 1 kw N 2½ kw D to 5 kw unltd.

WEEU, Reading, Pa.—Denied modif. license 1 kw D to 500 w N 1 kw D unltd. 830 kc.

WINS, New York—Denied exp. auth. 5 kw unltd., new equip.

WDGY, Minneapolis—Denied CP change equip., move trans., directional, unltd.

MISCELLANEOUS: WOW, Omaha, granted motion reopen applic. WKZO move locally, etc.; KWKC, Kansas City, granted motion substitute Charlotte Duncan as applicant in applic. Wilson Duncan for renewal license; Continental Radio Co., Toledo, denied motion for enlargement of issues and reconsid. in part applic. WALR move Zanesville to Toledo.

MAY 4

KNOW, Austin, Tex.—Granted auth. transfer control to Hearst Radio Inc.

KTSA, San Antonio—Granted consent vol. assign. license to KTSA Brdcstg. Co.

SET FOR HEARING—KOMA, Oklahoma City, consent vol. assign. license to Hearst Radio Inc.; WACO, Waco, Tex., consent vol. assign. license to KTSA Brdcstg. Co.; KTAT, Fort Worth, consent vol. assign. license to Raymond E. Buck.

MAY 5

W6XKG, Los Angeles—Granted CP increase 100 w to 1 kw.

W2XER, Philadelphia—Granted license exp. visual station 250 w.

SET FOR HEARING—WJZ, New York, CP 500 kw.

SPECIAL AUTHORIZATION — KCMO, Kansas City—Granted extension temp. auth. use former KGBX transmitter.

Uvalde Chamber of Commerce, Uvalde, Tex. — Denied auth. transmit special programs by remote control to XEPN, Piedras Negras, Mexico.

APPLICATIONS DISMISSED—KFKA, Greeley, Co., modif. license 880 kc 1 kw Sh.-KPOF; KJR, Seattle, CP 970 kc 10 kw unltd.; NEW, Foreign Lands Corp., Honolulu, CP 600 kc 1 kw unltd.; NEW, Isadore Goldwasser, Tuscaloosa, Ala., CP 1370 kc 100 w unltd.; NEW, Ellwood W. Lippincott, Bend, Ore., CP 1500 kc 100 w unltd.; NEW, H. L. Corley, Trinidad, Col., CP 1370 kc 100 w unltd.

RATIFICATION—KFKA, Greeley, Col., granted extension program tests.

MISCELLANEOUS — Jesse H. Jay, Miami Beach, Fla., denied reconsideration and grant applic. CP new station 1500 kc 100 w unltd.; Edward Hoffman, St. Paul, granted petition intervene applic. WISE Brdcstg. Co. new station in St. Paul; Virgil V. Evans, Spartanburg, S. C., accepted answer to appearance and statement of facts of WTJS; Fred A. Baxter, Superior, Wis., granted order take depositions; Memphis Commercial Appeal Inc., granted postponement hearing on applic. new station at Mobile, Ala.; KGBZ, York, Neb., granted postponement date order renewal license; KWKC (KCMO), Kansas City, redesignated for hearing applic. assign license to Lester E Cox and Thomas L. Evans, and applic. new equip., move trans. and studio, change hours to unltd.; KHSL, Chico, Cal., granted amendment applic. change from 630 to 1260 kc; Thomas L. Evans & J. L. Milligan, Jackson, Tenn., granted petition intervene applic. WTJS; Southwest Brdcstg. Co., Prescott, Ariz., granted order take depositions; Nathan N. Bauer, Miami, granted order take depositions; Earl Weir, St. Petersburg, granted order take depositions; Herbert Lee Blye, Lima, O., granted amended petition intervene WALR proceedings.

MAY 6

WAAB, Boston—Granted petition to file answer as respondent re applic. Debs Memorial Fund Inc. and participate in Brooklyn cases.

WVFW, Brooklyn—Overruled demurrer to notice of appearance and statement of facts to be proved by WBBC at Brooklyn hearing.

Examiners' Reports . . .

WMBG, Richmond, Va.; Century Brdcstg. Co. Inc., Richmond — Examiner Bramhall recommended (I-222) that applic. WMBG change 1210 kc 100 w 250 w LS unltd. except Sundays to 1350 kc 500 w unltd. be denied; that applic. Century Brdcstg. Co. Inc. for CP new station 1370 kc 100 w D be denied.

Applications . . .

MAY 1

WTAG, Worcester, Mass. — License use trans. as aux.

NEW, Orrin P. Kilbourn, Albany, N. Y. —CP 1240 kc 250 w unltd.

NEW, Clarence C. Dill, Washington—CP 1390 kc 1 kw unltd. directional.

KELD, El Dorado, Ark. — Vol. assign. license to Radio Enterprises Inc.

KBIX, Muskogee, Okla.—License for CP as modif. new station.

NEW, Myrl E. Jones, Carter Lake, Neb. —CP 1550 kc 1 kw unltd.

KNX, Los Angeles—Auth. transfer control to CBS Inc. 1550 shares common stock.

KID, Idaho Falls—Modif. CP trans. site, vertical antenna.

APPLICATIONS RETURNED—WSYR, Syracuse; WNYC, New York.

MAY 4

NEW, Exponent Co., Clarksburg, W. Va.—CP 1370 kc 100 w D.

APPLICATIONS RETURNED — NEW, Narragansett Brdcstg. Corp., Newport, R. I.; WHAS, Louisville; NEW, C. E. Gaarenstrom, Fairmont, Minn.; NEW, Max D. Campbell, Clyde G. Port, Pipestone, Minn.; WREC, Memphis.

MAY 6

WDAS, Philadelphia—License for CP aux. trans.

WJBC, Bloomington, Ill.—Vol. assign. CP to Arthur M. and Dorothy C. McGregor.

KGW, Portland, Ore.—Modif. license from 1 kw 5 kw D to 5 kw D & N.

APPLICATIONS RETURNED—NEW, Valley Brdcstg. Co., Youngstown, O.; NEW, Currier-Journal & Louisville Times Co., Louisville.; NEW, Ogdensburg Advance, Watertown, N. Y.

MAY 7

WPRP, Ponce, P. R.—License for CP as modif. new station 1420 kc 100 w N 250 w D.

NEW, Edwin H. Armstrong, New York —CP gen. exp. 40 kc.

WABI, Bangor, Me—CP new trans., antenna, increase to 100 w N 250 w D, change hours to unltd., move trans. to Brewer, Me.

WOL, Washington—CP vertical antenna, move trans. to 1627 K St., Washington.

NEW, Lincoln Memorial University, Middlesboro, Ky.—CP 1210 kc 100 w unltd.

WHIS, Bluefield, W. Va.—License for CP new equip., move trans.

WFBM, Indianapolis — License for CP change equip., increase 1 kw to 1 kw N 5 kw D.

KGBX, Springfield, Mo. — Extension spec. auth. 1230 kc 500 w unltd. directional N.

WJJD, Chicago—Modif. license re hours.

KOMO, Seattle—Modif. license 1 kw N 5 kw D to 5 kw D & N.

APPLICATIONS RETURNED—NEW, Lexington Herald Co., Lexington, Ky.; WPTF, Raleigh, N. C.

MAY 11

WBZA, Springfield, Mass. — CP new trans., directional, change 990 to 550 kc, move trans. to 140 Chestnut St., Springfield, change hours from synchron.-WBZ to unltd.

NEW, NBC, Cleveland — CP gen. exp. 25 w.

WSPD, Toledo—License for CP change equip., increase 1 kw N 2½ kw D to 1 kw N 5 kw D.

NEW, Associated Arkansas Newspapers Inc., Hot Springs—CP 1310 kc 100 w unltd.

NEW, H. A. Hamilton, Ashville, N. C. —CP 1370 kc 100 w D amended to 1200 kc unltd.

MAY 12

NEW, WRBC, Cleveland—CP new station 780 kc unltd., amended to 950 kc.

WMC, Memphis — Modif. CP change equip,. increase power, new directional antenna, extend completion.

NEW, Radio Enterprises Inc., Hot Springs, Ark.—CP 1310 kc 100 w D.

NEW, Tribune, Great Falls, Mont.—CP 1280 kc 1 kw 5 kw D unltd., amended back to 950 kc, omit request KFBB facilities.

KGW, Portland, Ore.—CP change equip.

NEW, Ed Klies, Helena, Mont.—CP 1210 kc 100 w 250 w D unltd., amended to 1280 kc 1 kw 5 kw D, facilities KFBB.

APPLICATIONS RETURNED—WIBM, Jackson, Mich.; WJBC, Bloomington, Ill.; KFJI, Klamath Falls, Ore.; WEXL, Royal Oak, Mich.; WFDF, Flint, Mich.; NEW, Joliet Printing Co., Joliet, Ill.

MAY 13

NEW, Old Colony Brdcstg. Corp., Brockton, Mass.—CP 680 kc 250 w D.

WELI, New Haven—Modif. license D to unltd., asking 250 w N 500 w D, change 900 to 930 kc, amended to directional antenna.

NEW, Valley Brdcstg. Co., Cleveland—CP 890 kc 1 kw unltd.

WSAI, Cincinnati—Auth. antenna measurement.

WEOA, Evansville, Ind.—License for CP new station.

APPLICATIONS RETURNED — NEW, Valley Brdcstg. Co., Youngstown, O.; WHAS, Louisville; KIRO, Seattle; WJBK, Detroit; KGGM, Albuquerque, N. M.; KIEV, Glendale, Cal.; NEW, Coyle E. Bybbe, Oroville, Cal.

TENTH ANNIVERSARY — In connection with its observance of a decade on the air, NBC is using this plaque to symbolize the event. It was designed by Richard Loedered and executed by John Lins and will be displayed in all NBC studios from coast to coast. In charge of anniversary arrangements are John F. Royal, NBC vice president in charge of programs; E. P. H. James, sales promotion manager, and Wayne Randall, manager of press department.

FCC Makes Change In Apex Channels

CHANGES in specific allocations in certain of the high-frequency bands were adopted by FCC, sitting en banc, at a meeting May 13, to bring about modifications to conform with current practices. Television experimentations in the so-called medium high-frequency band were dropped and will be assigned to the ultra-high frequency channels where most of the experiments are now going on. The changes were incorporated in a modification of Rule 229 of the FCC rules, effective July 1, and, in brief, provide the following:

Band between 1,500 and 1,600 kc., now used for "high-fidelity broadcasting", definitely assigned to broadcasting, but with no changes in present allocations contemplated.

Two bands between 2,000 and 3,000 kc. (specifically 2,000 to 2,100 and 2,750 to 2,850 kc.) heretofore used for experimental television transferred for use of various government services, intercity police and point-to-point telegraph. Eleven television experimenters in this band to be assigned to ultra-high frequencies following a conference planned next month at which they will be required to carry on active research.

Set aside band between 25,600 and 26,000 for international broadcasting, pursuant to terms of Madrid Telecommunications Convention. Part of this band, however, will be used for ultra-high frequency local broadcasting (apex) but precise frequencies will be decided upon later.

Set aside four channels between 40,000 and 42,000 kc. for special experimental broadcasting, particularly frequency modulation experiments along the lines of those contemplated by Maj. Edwin H. Armstrong, who recently filed an application for 40,000 watts peak power for an experimental station in New York to test his revolutionary idea.

With the adoption of the amended Rule 229 the way is paved for consideration by the FCC Broadcast Division of specific allocations in those bands and for possible changes in rules governing experimental services. Of greatest importance is the assignment of so-called "apex" stations, since some 50 applications for such stations now are pending, primarily from newspapers.

The television experimenters now assigned in the medium high-frequency band who will be called to the conference, probably next month, include:

John V. L. Hogan, Long Island City, N. Y.; Sparks-Withington Co., Jackson, Mich.; University of Iowa, Iowa City, Ia.; Kansas City College of Agriculture, Manhattan, Kans.; Pioneer Mercantile Co., Bakersfield, Cal.; NBC, portable; NBC, Belmore, N. Y.; NBC, Chicago; First National Television Corp., Kansas City; Purdue University; and Atlantic Brdcstg. Corp. (CBS).

Methods of ASCAP Censured by Court

Federal Judge Delivers Sharp Rebuke on Snooping Tactics

SEVERE CRITICISM of the American Society of Composers, Authors & Publishers as to its method of using spotters to check infringements was voiced May 9 by Federal Judge Bryant of the Federal District Court in Syracuse in a decision on two copyright infringement cases against a night club in that city. The court dismissed one suit and upheld ASCAP in the other. ASCAP has indicated an appeal to the circuit court of appeals.

Judge Bryant censured attorneys directly or indirectly retained by ASCAP who frequent night clubs "with the hopes that they may hear a composition played upon which they can base a case and obtain a fee and then take the witness stand to prove the alleged violation." He added that "such conduct cannot have the sanction of this court."

Judge Bryant dismissed the suit against Elm Lodge Inc., the night club, with costs, but denied it the right to recover upon a counterclaim. In the second case the court ruled ASCAP was entitled to $750 in damages, plus costs, under the minimum infringement provisions of the law.

In his opinion, Judge Bryant held in part:

Plaintiffs, in each case, are entitled to copyright protection of the compositions named. The present suits are for penalties rather than for actual damages. Before a penalty is decreed, the evidence should clearly show unlicensed rendition.

In the first entitled action the alleged violation rests upon the testimony of one witness. I do not consider the testimony of this witness reliable enough to support a verdict.

In the second case, a witness, the one referred to above, testified that the three compositions . . . were played by an orchestra in defendant's place on Dec. 5, 1934. From the evidence, I doubt if he was there on that particular night. However, there is not any question but that he was at defendant's night club some evening about that time. On his evidence, uncorroborated, I would not predicate a violation. In this case he is supported by an orchestra leader and a piano player.

Cases of this kind have received considerable adverse criticism. The methods used by plaintiff, American Society of Composers, Authors and Publishers, in the present case, will not tend to allay the criticisms.

An official of the society testifies that it is not the policy of the society to make inducements to orchestra leaders and players to advise when they have played copyrighted pieces in unlicensed places.

Manifestly, the society has no scruples against depending upon orchestra leaders and players to prove its cases. It has done so in the present instance.

Inasmuch as orchestra leaders have the choice of selections, a proprietor of an unlicensed place, however innocent, may be placed in the toils of the society through a bribable leader and an unscrupulous investigator.

CBS Tentatively Gets Two Stations in Montana

KFBB, Great Falls, and KGVO, Missoula, Mont., will join the CBS network by Aug. 15, under tentative arrangements made with the stations within the last fortnight. Contractural arrangements, it is reported, already have been made with the Great Falls station, and are virtually completed with KGVO. Delay in the alignment with CBS is occasioned by the necessity of A. T. & T. arranging the lines which will feed through Seattle and Spokane.

KFBB is owned by Buttrey Broadcast Inc., and operated on 1280 kc., with 2,500 local sunset and 1,000 watts night. Mrs. J. Jacobsen is manager. KGVO operates with 1,000 watts on 1260 kc., and is owned by Mosby's Inc. A. J. Mosby is manager.

FTC Complaints

UNFAIR competition is charged by the Federal Trade Commission against several advertisers. They are: Rieser Co., Inc., New York, cited for claims made for Mentho-Kerchief; Licht's Fur Factory, New York, charged with false representing that a factory is operated or that middleman's profit is avoided; Dr. H. B. Norton Shoe Co. Inc., Philadelphia, trading as Foot Health Institute, cited for false claims in sale of shoes for ill-formed feet; Remsen Corp., New York, cited for claiming that its Aspirin Plus is a newer form of aspirin and gives better results.

DEXDALE HOSIERY MILLS Inc., New York (hosiery) on Tuesday, May 26, 9:30-10 p. m. will start musical program on WJZ, titled *Romance Inc.*, signed for 13 weeks. Lord & Thomas, New York, placed the account.

THE Complete and Reliable Source of Supply of CAREFULLY COORDINATED RECORDING EQUIPMENT

• EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION •

DISCS
NEEDLES
WAX RECORDERS
INSTANTANEOUS RECORDERS
AMPLIFIERS

Here is how you can take advantage of the Presto Instantaneous Recorder. Just a few duties it has been put to by progressive station owners and managers:

★ STATION "A" . . . had a 15 minute commercial program daily. Featured artist suddenly called out of town. One week's programs were recorded the night before he left and program continued without interruption.

★ STATION "B" . . . wanted to broadcast governor's convention address. A large network program was scheduled for the same hour — they took a Presto recording on a Green Seal Disc at the convention and the speech went on an hour later.

★ STATION "C" . . . records all the spot broadcasts on its breakfast club and musical clock programs. It costs two dollars a week and leaves the regular announcer free for other work.

★ STATION "D" . . . was feeding an important election speech to its network. A local commercial was on at the same time. Presto recording made, and speech broadcast locally 30 minutes later.

You, too, can enjoy the convenience and money-making potentialities of the Presto Instantaneous Recorder. Communicate with our Engineering department for the most economical equipment.

Whether you are considering the purchase of a complete instantaneous recorder, or of a needle, rely on one source of supply. The coordinated efforts of an extensive engineering department and the wealth of experience gained through the manufacture of recording equipment, since the inception of the art of recording sound, enables Presto to offer you a product second to none.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

VERSATILE / IDEAL FOR ALL CONDITIONS

The Amperite SR-80 Velocity, when in vertical position, has widest angle of pickup without frequency discrimination.
Permits 360° pickup when lowered and tilted until parallel to floor.
Same position provides narrow angle (X in diag.*) which can be used to eliminate undesirable noises.

NEW: POSITIVE, SMOOTH-ACTION STANDS! Write for Bulletin SM-1.

FREE TRIAL You are invited to conduct a Two Weeks' Free Trial of the SR-80 and accessories. No deposit. No obligation. Write us today.

AMPERITE Company
561 BROADWAY NEW YORK

*Diagram shows angle of pickup without frequency discrimination of various types microphones.

AMPERITE Velocity MICROPHONE

Political Time Case

ANOTHER controversy growing out of demands for political broadcasting has been settled in favor of the station by a court ruling in Youngstown, O., May 2. Locke Miller, one of 14 candidates for Congress in that city, sued in the city courts the operators of WKBN, for specific performance of an alleged oral contract to speak over the station. In handing down the decision, the court held there was no oral contract involved.

On behalf of the station, Warren P. Williamson Jr., president, held he had decided not to sell time in the congressional primaries because of the large field of candidates, and maintained that by rejecting all requests he was within the Communications Act.

ACCURACY

PRECISION FREQUENCY CHECKS

A prompt and reliable service now being used by over 100 representative commercial stations.
Single Measurements..$1.75 each
Once-a-week Measurements..... 5.00 per month

TRU-AXIS CRYSTALS

*LOW DRIFT

Fully mounted in Isolantite variable air-gap type mounting. **$37.50**

* Drift guaranteed LESS than 3 CPS per °C per Megacycle.

COMMERCIAL RADIO EQUIPMENT COMPANY
7203 BALTIMORE • KANSAS CITY, MO.

EQUIPMENT

WBNX, New York, will be operating three transmitters when it completes installation of new equipment to be used when the FCC grant of 1 kw. day and night becomes effective. One transmitter will be used for shortwave transmission. The main equipment will operate with a directional antenna. A portable set will be used for remotes.

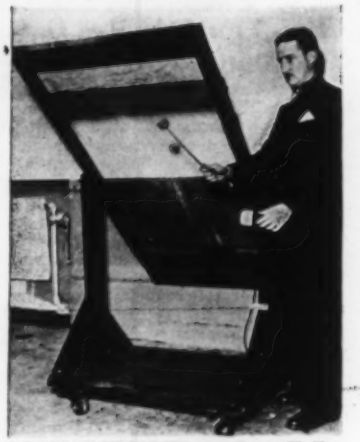
KFWB, Hollywood, is planning installation of new RCA transmitter and equipment this summer. If a power increase is granted the plant will be moved outside the city limits with lines to the Warner Bros. theatre building and the Sunset Blvd. studios.

CORNELL-DUBILIER Corp. announces two new lines of tubular condensers, the result of research for the last six months. Cornell-Dubilier engineers attacked the problem from the standpoint of the set manufacturers' and servicemen's requirements. The problems of humidity control, high temperature operation, and the effective radio frequency and audio frequency by-passing now are said to have a most satisfactory answer. A new 24-page catalog has been issued.

TWO catalogs describing developments in equipment, discs and parts, for the instantaneous recording and transcription fields, have been issued by Presto Recording Corp., New York. A special article on instantaneous recording prepared by Presto's chief engineer, is also available.

NEW speech input equipment is being installed by KFYR, Bismarck, N. D., including RCA velocity microphones. The equipment will soon be entirely AC operated.

WFAS, White Plains, N. Y., has ordered a Moller organ from the Baldwin Piano Co., New York.



BOOM RUMBLER — Ray Kelly, NBC's sound effects chief, is making some hair-raising thunder by hitting a window screen with a tympani hammer. The thunder can't be heard in the studio but it sounds like thunder, all righty, as it leaves the loudspeaker.

WIBM, Jackson, Michigan has just completed erection of a new tubular steel tower 218 feet in height. This type of antennae is said to be the nearest thing to an ideal tower yet designed, and is expected to be widely used in the future by stations on frequencies above 1200 kilocycles. Being constructed of a tough, yet flexible copper plated alloy steel, it is able to withstand terrific strains. Due to its small cross-sectional area, illumination is supplied by two 500-watt flood lights, placed a few feet from the base of the pole. These serve not only as illumination of the tower, but are charted on all airway maps as marker beacons for the city of Jackson, and as a warning to aviators of a high point in the city profile. Field strength measurements indicate a 104% increase in signal strength as compared to conventional systems.

AMPERITE Corp., New York, on May 5 announced a dual impedance velocity microphone, or one than can be operated either with high or low impedance input. It is model RB-DI. The result is acomplished without any loss in efficiency, it is held, by using a specially designed transformer and a shielded four-conductor microphone cable. The cable is terminated with a five-prong female plug. It is changed to low or high impedance automatically by plugging in the proper male plug.

KFJZ, Fort Worth, on May 10 began operation with a new RCA 100-250 watt high-fidelity transmitter. R. S. Bishop, station manager, claimed increased coverage for the station which operates full time on 1370 kc.

COMPLETE new RCA transmitting equipment for KFWB, Hollywood, cannot be operated until the city Bureau of Power and Light switches from 50 to 60 cycles late in the summer. The city, last of large cities operating on 50 cycles, must change in order to receive electric power from Boulder Dam. It will necessitate changing motors on thousands of electric clocks and refrigerators.

WDBJ, Roanoke, Va., has ordered an RCA 5 kw 5-C high-fidelity transmitter and RCA speech input equipment, to be installed in the near future. A Blaw-Knox self-supporting vertical radiator, 312 feet overall, also has been ordered.

WSPD, Toledo, increased its daytime output to 5 kw on May 3, Vern C. Alston, chief engineer, had his staff working nights to prepare for the switchover.

IN THE CONTROL ROOM

REG HARRIS has been assigned by Edward Johnston, chief engineer of WIP, Philadelphia, to handle major league baseball broadcasts. Raymond Lloyd goes to Wildwood, N. J., to handle remotes from the resort.

JAMES MIDDLEBROOKS, chief engineer of WAPI, Birmingham, has resigned to join the CBS engineering staff in New York under the direction of Edwin K. Cohan, CBS technical director.

GLENN RITTER has joined the staff of KFRO, Longview, Tex., as news operator. R. D. DuBois, chief engineer, is vacationing in West Texas and the Pacific Coast. R. E. Bumpass is acting chief engineer during his absence.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, has returned from a nine-week vacation in the South and West in which he visited 137 stations.

DR. E. F. LOWRY, research engineer of Westinghouse at East Pittsburgh, has resigned to become director of research and development of Continental Electric Co., St. Charles, Ill., manufacturers of photo cells, electronic and special vacuum devices.

FRANK GOW, in charge of mechanical programs at WEEI, Boston, has joined the sound effects department of CBS. Lloyd Sigmon, WEEI operator, has gone to Kansas City.

WILLIAM H. DOHERTY, youthful inventor of a new Western Electric high-efficiency amplifier circuit, described the device to the Institute of Radio Engineers, meeting in Cleveland May 11-13. At one time Mr. Doherty made special studies of radio wave phenomena for the U. S. Bureau of Standards and in 1929 joined Bell Telephone Laboratories. The circuit is said by the makers to promise a revolution in the design of radio telephone power amplifiers.

EUSTACE H. TAYLOR has resigned as chief engineer of KADA, Ada, Okla., to accept a similar position with KGFF, Shawnee, Okla. Mr. Taylor installed KADA and supervised the installation of police station KNHC, Ada. His first work at Shawnee will be supervising construction of their new 250-watt station.

R. L. SCHENCK, design engineer of WLW and WSAI, Cincinnati, recently became the father of a daughter in Good Samaritan Hospital, Cincinnati.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

For Rent
EQUIPMENT

Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

●

ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY

GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

RCA DEVISES TUBE FOR MICRO-WAVES

A RADICALLY new type of radio oscillator which produces powerful radio waves of meter length and is said to open new areas of the radio spectrum for practical services was described and demonstrated May 11 in Cleveland before the Institute of Radio Engineers by P. D. Zottu of the RCA tube research and development laboratory at Harrison, N. J.

With a laboratory model of the new "multitube" oscillator, Mr. Zottu produced 80 watts of power on a wavelength of 120 centimeters with eight commercially available tubes. It was pointed out that this device did not take advantage of all the possibilities of the new method, but rather demonstrated how power might be increased by simply adding radio tubes until the amount of power required for a given purpose had been reached. Although eight tubes were employed in the equipment shown, the design is such that 20 or more might be used if desired.

The arrangement is capable of "electrical policing" by which the community of tubes keeps each individual member in exact tune with all the others. If one tube should have a tendency to stray from the wave to which it has been tuned, all the others, acting through the common "tank" circuit, pull it back.

This is regarded as an important advantage in any possible commercial application as a transmitter, since crystal control, which is so effective on short waves and in the broadcast band, does not lend itself readily to micro-waves.

Remington Rand Expands

REMINGTON RAND Inc., Buffalo (typewriters and office equipment) on May 5, took over the second half of the 11-12 noon special hookup organized in New York state by Burt Squire, manager of WINS. Hearst magazines are the sponsors of the first half-hour. The office equipment manufacturer is using Earl Harper as the *Inquiring Reporter*. The program is picked up from the Strand Theatre, New York, and handled through the facilities of WINS. Account placed direct.

NBC Plans Observance Of Ten Years on the Air

SIX MONTHS of special broadcasts are projected by NBC this summer and fall to celebrate its tenth anniversary as the pioneer broadcasting network, according to announcement May 11 by President Lenox R. Lohr. Programs from the world over, along with the offerings of the NBC national organization and its 97 affiliated stations, will be presented throughout the anniversary celebration, which begins May 18 and will reach its climax Nov. 15, or ten years after NBC's first program was broadcast in 1926.

The event will run the gauntlet of radio accomplishments with famous artists, conductors and other celebrities taking their turn in special sustaining features. There will be surprise elements too, mainly from the technical radio side. NBC was incorporated on Nov. 1, 1926 for the avowed purpose of increasing sales of radio receivers rather than of selling time.

Packard Signs Astaire

FRED ASTAIRE, dancer, has signed with Packard Motor Car Co., Detroit, to star in a new series to begin in the fall, originating from Hollywood. No information could be obtained as to the duration of the series but it is believed that it will not be less than 26 weeks. The agency is Young & Rubicam Inc., New York. Last season Packard had Lawrence Tibbett, Metropolitan Opera star, singer on the air over 91 CBS stations, including Honolulu, for 26 weeks.

UNIVERSAL

Combination FLOOR STAND

A rugged three-piece, telescoping, combination base-rest and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality—List Price, complete with 3 springs, $19.00.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U.S.A.

GUARANTEED

ACCURACY

Scientific RADIO SERVICE CRYSTALS

are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

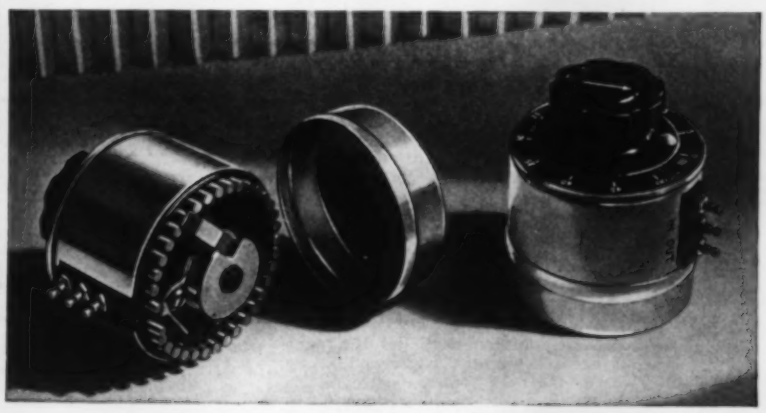
Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . 300 Approved by F.C.C.

Write to Dept. B-562 for price list.

Scientific RADIO SERVICE
124 Jackson Ave., University Park, Hyattsville, Md.



A New G-R Volume Control

Better Contacts • Improved Terminals • Smaller Size

AN IMPROVEMENT on the popular Type 653 Volume Control—redesigned after three years of constant use of thousands of controls in broadcast stations, sound picture installations and public address systems—an even better G-R volume control. These important design changes contribute much to the general utility of the new control for all mixer-circuit uses.

- All beryllium—copper contacts and switch arms—*no* noise—longer life.
- Removable dust cover—windings fully protected when cover over contacts is removed.
- Finger index button on knob—easy to set without looking at knob—ideal for use in darkened control booths.
- Improved terminals—better mechanical contact—easier to solder to.
- Smaller depth—reduced to 2-3/16 inches behind panel—saves valuable space in portable mixers. These volume controls are guaranteed to give a lifetime of silent, useful service.
- A new impedance of 250 ohms has been added.

Type 653-MA	50 ohms	$12.50	Type 653-MD	250 ohms	$12.50
Type 653-MB	200 ohms	$12.50	Type 653-MC	500 ohms	$12.50

These are available for immediate delivery. Controls of other impedances can be supplied on special order at slightly higher prices. Write for Bulletin 7-B for complete description.

General Radio Company, Cambridge, Massachusetts

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RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

NATIONAL ICE ADVERTISING Inc., Cleveland (ice manufacturers) on May 12 added WALA, Mobile, and WDBO, Orlando, to their CBS network. Donahue & Co. Inc., New York, has the account.

Free Program Service Is Offered by Magazine

IN RETURN for publication of a list of stations in its columns, *Pictorial Review*, woman's magazine, is offering a free transcription and script service that has broadcasters puzzled, trying to decide if it is another chiseling scheme or a legitimate program service.

In a letter to stations, Ivon Barker Newman, writing for the magazine, says the radio service is being started in connection with the publication's new parent-teachers department. The scheme will be mutually beneficial, states the letter, because both magazine and stations will benefit from added prestige, larger audience, and serving a national and community movement "that will focus advertisers attention more deeply upon us."

The letter continues: "It is a part of our plan to publish the list of stations which carry this program, and, of course, this list of stations will command the interest of national advertisers and their agencies." Before passing judgment stations were anxious to hear the transcriptions and read the continuities.

Routine ASCAP Petition In Washington Is Shifted

RULING on a routine legal point, the Washington State Supreme Court on May 11 granted ASCAP a transfer of its petition to vacate the receivership judgment against it, based on grounds of "prejudice", to another judge. The main receivership stays with Judge Wright, who handed down the original receivership ruling.

In filing a petition to vacate, ASCAP had admitted that the receivership judgment was final. Few instances are on record of Washington courts having vacated a judgment. Since the main receivership is still with Judge Wright, the transfer of the petition to his colleague is believed to strengthen the receiver's title to the copyrights, especially in view of ASCAP by-laws signed by each member which allows ASCAP to conduct all litigation and thereby bind each member.

Copyright Fund Okehed

AMERICAN participation in the international copyright conference in Brussels this Fall was assured May 12 when the Senate, without objection adopted a joint resolution appropriating $6,500 for that purpose. The conference is to revise the Convention for the Protection of Literary and Artistic Works, originally concluded in Bern, Switzerland in 1886 and revised in Rome in 1928. This is the conference to which ASCAP so strenuously objected during the hearings on the Duffy Copyright Bill before the House Patents Committee this session. The American Delegation has not yet been named.

Royal Goes Abroad

JOHN F. ROYAL, NBC vice president in charge of programs, sailed Saturday, May 9, on the *Berengaria* for England. Mr. Royal will be aboard the *Queen Mary* when she makes her maiden voyage to America, sailing from Southampton on May 27.

CBS Program Shifts

IN A realignment of its program department in New York, CBS has named V. S. Whitman director of scripts. Betty Mandeville has been assigned temporarily as assistant to W. B. Lewis, director of broadcasts, and Earl McGill has been made casting director.

Packer Scalptone Spots

PACKER MFG. Co., New York (Scalptone) during the week of May 13 launched a series World transcription announcements on about 30 stations. Blackman Adv. Inc., New York, placed the account.

Cairo Radio Convention Plans Are Considered

PRELIMINARY plans for America participation in the 1938 Cairo International Telecommunications Convention were formulated May 5 at a meeting of government and private broadcasting and communications scientists and lawyers. Selection of a number of subcommittees to draft proposed revisions was announced.

On the same day the preparation group for the Bucharest meeting of the International Radio Consulting Committee approved American opinions on wave propagation curves and field intensity data.

First preparatory work for the Cairo conference is to be completed by Sept. 1. Sharper division of visual broadcasting and facsimile was proposed in discussions of the Cairo group. Another suggestion was that individuals as well as stations should be permitted to report violations of licenses to the FCC. Uniformity in time signals also was advocated, Dr. C. B. Jolliffe, of RCA, suggesting that this was a question for astronomers and that the Naval Observatory should be consulted.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Situations Wanted

Station Manager; at present assistant manager of network station in large western city. Experienced in both sales and programs, and understand all ends of the broadcast industry. Would like to take over station that needs building up. Box 486, BROADCASTING.

Broadcast operator and engineer; married; 28. Four years in A. T. & T. Radio Department and three years with leading eastern network station. First class radiotelephone license. Active in development work. Box 485, BROADCASTING.

Broadcast operator. Thoroughly experienced. Reliable. Age 30. W. B. Schroeder, R.R.2, Lafayette, Indiana.

Wanted to Buy

Will purchase or lease local station. Write full particulars. Box 484, BROADCASTING.

Wish to purchase part or whole interest in or lease radio station. Box 487, BROADCASTING.

Music—Talent

Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

During the first week in April WLW received 191,869 pieces of mail from its listening audience ★ More than 90% of these contained proof of a product purchase

THE CROSLEY RADIO CORPORATION

CINCINNATI